

NATIONAL HOLIDAY LIFESAVERS MOBILIZATION



December 21-23, 2001

We have a long way to go.

16,653 DEATHS

In 2000, alcohol-related fatalities increased for the first time since 1995.





IMPAIRED DRIVING IS A CRIME THAT KILLS

LAW ENFORCEMENT – KEEPING AMERICA SAFE

As a law enforcement official you understand that impaired driving is no accident. It's a serious crime that kills more than 16,000 people and injures nearly 305,000 others every year. Every 33 minutes, someone in America dies in an impaired driving crash. Every two minutes, someone is injured.

Law enforcement agencies in every state and locality are serving on the frontlines in the fight against this deadly threat to America's communities. Traffic crashes are not only a threat to our citizens but are also the leading cause of death for law enforcement officers. The threat is real, deadly and even more important, crashes are 100 percent preventable.

After several years of gradual improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend: Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. We have reached a crossroads in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more if we are to significantly reduce the number of alcohol- and drug-related crashes.

GIVE THE GIFT OF LIFE BY JOINING THE NATIONAL HOLIDAY LIFESAVERS NATIONAL MOBILIZATION

That's why NHTSA and the International Association of Chiefs of Police, National Organization of Black Law Enforcement Executives, National Sheriffs' Association, Hispanic American Police Command Officers Association and Association of Operation C.A.R.E are asking you to promote and take part in the *National Holiday Lifesavers*

Mobilization. Sponsored by the *You Drink & Drive. You Lose*. Campaign, this mobilization will be held December 21-23, 2001.

Every year the *You Drink & Drive. You Lose*. campaign sponsors national mobilizations in July and December to help State and local officials increase the visibility of their efforts to arrest and prosecute impaired drivers. The mobilizations take place in July and December for a reason: Summer is when alcohol-related crashes are at their highest and December is an appropriate time to promote the issue, because of public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

Launched in December 1999, the *You Drink & Drive. You Lose*. campaign is a national partnership with criminal justice and traffic safety partners in all 50 States that are committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide. The intent is to build on the incredible momentum and the hard work already taking place in communities throughout America aimed at stopping impaired driving and saving lives. Law enforcement's commitment to this national challenge at the local level will help save lives and give our citizens the gift of life this holiday season.

THE MESSAGE IS CLEAR – AMERICANS SUPPORT GETTING TOUGH ON IMPAIRED DRIVING

Communities throughout America support increased criminal justice efforts to stop this illegal and life-threatening offense. Studies show that the majority of Americans consider impaired driving one of our nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view

IMPAIRED DRIVING IS A CRIME THAT KILLS

impaired driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans strongly endorse the use of stricter and more severe penalties against impaired drivers, to protect themselves and their loved ones.

IT TAKES A CRIMINAL JUSTICE SYSTEM APPROACH

Every year 1.5 million impaired drivers are arrested, yet only one arrest occurs for every 772 instances of driving under the influence of alcohol. As a result, one in three Americans will be affected by this violent crime in their lifetime. The key to reversing this alarming trend is to take a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, judicial officials and traffic safety partners to protect innocent victims from impaired drivers.

PUBLICIZE WHAT YOU ARE ALREADY DOING

Every law enforcement agency has the legal ability to conduct saturation patrols and most States allow the use of small- and large-scale sobriety checkpoints. Highly visible enforcement is the foundation of the *You Drink & Drive. You Lose.* campaign.

As with any criminal offense, the best way to deter impaired driving is through a highly visible effort by the entire criminal justice system – enforcement, prosecution, adjudication and sanction – to reinforce the belief that violators are criminals and that it is likely that impaired drivers are at high risk of being caught, prosecuted and adjudicated. If your State has administrative license revocation, zero

tolerance or vehicle confiscation laws, these can be used to show the consequences for impaired driving. Prosecutors and judges also can provide the court's perspective and explain what offenders can lose, in time away from your job and in high fines and court costs.

By supporting and publicizing saturation patrols and sobriety checkpoints during the mobilization, and by locking up violators, you send the message that impaired driving is a crime that will not be tolerated in your community. Eventually, your efforts will prove that the message and consequences are real and will serve as a strong deterrent to anyone thinking of driving impaired.

LAW ENFORCEMENT LEADS THE WAY

Existing partnerships with State and local law enforcement agencies provide a pre-set structure for campaign activities. Use these relationships to implement the campaign. Every law enforcement agency has the ability to conduct saturation patrols to catch impaired drivers. They are excellent enforcement and communication tools for deterring impaired driving. Small- and large-scale sobriety checkpoints also are allowed in most States and can serve as effective high-profile deterrents.

- Identify organizations that have structured similar outreach activities and ask for their advice and assistance in planning.
- Call a special meeting of departmental and agency chiefs, sheriffs and colonels throughout the State. Ask them to take an active interest in the campaign and encourage others to participate.
- Promote the issue at conferences and meetings as well as in publications and newsletters.



IMPAIRED DRIVING IS A CRIME THAT KILLS

Law enforcement is more likely to participate in campaign activities if obstacles are removed that inhibit their participation. Make it easy and everyone will join the effort.

- Make sure officers are aware that the indicators of intoxication are the same at .08 as they are at .10 and that standard field sobriety tests have been validated at .08.
- Create interdepartmental partnerships to let officers know which divisions are participating in the campaign.
- Provide agencies with basic information about the campaign, including goals, implementation strategies, duration, event dates and evaluation tools.

Everyone involved in the campaign is a key partner in its success. Strive for 100 percent law enforcement participation in your State. This commitment will indicate the level of support for the campaign and increase the visibility of your message and the scope of your influence.

- Solicit input from prosecutors, judicial officials and traffic safety organizations on timing, strategies and evaluation methods for your effort.
- Allow individual departments to devise targeted implementation activities for the campaign.
- Have law enforcement representatives available who are familiar with campaign activities to assist community groups interested in joining the campaign.
- Let judges and prosecutors know that there may be an initial increase in impaired driving arrests. Now that the BAC limit has changed from .10 to .08 in some states, cases that may have been 'on the edge' of the limit can now be prosecuted fully.
- Distribute information on any changes in the law to motorists who are stopped. A good time to do this would be at a sobriety checkpoint or during a saturation patrol.



R E L E A S E

[Your Letterhead]

For Immediate Release

[Date] Contact: **[Name]** **[Phone]****THIS CHRISTMAS HOLIDAY SEASON: YOU DRINK & DRIVE. YOU LOSE.**

Local Prosecutors, Judicial Officials and Law Enforcement
Join to Give **[CITY/TOWN]** Families the Gift of Life

With more people expected to travel on America's highways during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.

To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will join forces December 21-23 to protect citizens from impaired drivers. As part of the *National Holiday Lifesavers Mobilization*, local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law. The mobilization is sponsored by the national *You Drink & Drive. You Lose.* campaign.

"Impaired driving is no accident – It's a crime that kills every 33 minutes," said **[LOCAL OFFICIAL]**. "My agency will be working overtime this weekend to protect families from impaired drivers. Our message is a simple one – *You Drink and Drive. You Lose.* Violators will lose their license, automobile, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide."

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. As part of a national strategy to reduce impaired driving crashes, the U.S. Department of Transportation has set a goal of no more than 11,000 alcohol-related fatalities annually by 2005.

Studies from the National Highway Traffic Safety Administration show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts like rolling saturation patrols and checkpoints to protect innocent victims. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against drunk drivers.



"Around the holidays, employee parties and other celebrations, combined with increased stress and fatigue, increase the risk for impaired driving-related fatalities. Risking lives—your own and others' is no way to celebrate the holidays," said **[LOCAL OFFICIAL]**. "Party hosts and businesses especially need to recognize their responsibility and know that they can be held liable if their guests or patrons cause an alcohol-related crash."

Nine out of 10 Americans who participate in social events where alcohol is served feel that people should use designated drivers. **[LOCAL ORGANIZATION]** suggests that employee parties and other celebrations include alcohol-free beverages and protein-rich foods, along with awareness of guests' consumption. **[LOCAL ORGANIZATION]** reminds everyone to plan ahead:

- Don't risk it – If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.
- Report impaired drivers to law enforcement.

The *You Drink & Drive. You Lose.* campaign, launched in December 1999, is a comprehensive impaired driving prevention effort focused on highly visible criminal justice-related efforts to deter impaired driving and is designed for use by States and communities to save lives. Thanks to the tremendous efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts.

National, statewide and local activities during this holiday season support December's designation as *National Drunk and Drugged Driving Prevention Month* (3D Month). For more information about the campaign and 3D Month, log onto **www.nhtsa.dot.gov**



TALKING POINTS

- Every December, thousands of Americans chose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills someone every 33 minutes.
- After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000.
- With more people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.
- To protect [CITY/TOWN] families during this long holiday period, local criminal justice agencies will be out in full force December 21 to 23 to keep citizens safe from impaired drivers.
- As part of the *National Holiday Lifesavers Mobilization*, local law enforcement will be conducting rolling saturation patrols and sobriety checkpoints to identify and arrest impaired drivers. The mobilization is sponsored by the *You Drink and Drive. You Lose.* campaign.
- There will be no warnings this weekend. Our message is a simple one – *You Drink and Drive. You Lose.* Violators will lose their license, automobile, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.
- Nationally, impaired driving-related fatalities are increasing, killing nearly 17,000 people each year. More than 300,000 people are injured.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of driving under the influence of alcohol. As a result one in three Americans will be affected by this violent crime in their lifetime.
- The key to reversing this alarming trend is taking a systematic approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.
- I can assure you there is no greater tragedy for a law enforcement officer than knocking on the door of a victim's family to tell them that they have lost a loved one to this senseless crime.
- We are reminding everyone:
 - Don't risk it – If you plan to drive, don't drink.
 - Choose a sober designated driver.
 - Take mass transit or a taxicab.
 - Spend the night where the activity is being held.
 - Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.
- Nearly 97 percent of Americans view drunk driving as a major threat to the community.
- The national *You Drink & Drive. You Lose.* campaign is a partnership of criminal justice and traffic safety partners in all 50 states committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide.
- Saturation patrols are increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence—such as every vehicle or every fourth, fifth or sixth vehicle—depending on the personnel available and traffic conditions.
- When adequately publicized saturation patrols and checkpoints increase the perceived risk of arrest, influence drivers to make the right choice, and remind the general public that impaired driving is a crime.
- Please celebrate responsibly and don't take a chance – because chances are you will be caught. The choice is yours – designate a driver or one will be appointed for you – straight to jail. Remember: *You Drink & Drive. You Lose.*



As you celebrate this holiday season with family, friends and co-workers, toasting the memories of the passing year and the hopes and dreams of the coming year, don't forget to make the most important resolution – designate a sober driver.

Too many people never see the New Year because they were the innocent victims of one of the most often committed criminal offenses – impaired driving. Drunk drivers are reckless criminals who kill every 33 minutes. Every New Year, I face the deadly aftermath of the holiday season. The worse part of any officer's duty is to ring the doorbell of a victim's home. Even more tragic is the fact that these crashes are 100 percent preventable.

Too many people continue to view impaired driving merely as a traffic offense. Don't be fooled. It's a crime that kills and a crime that will not be tolerated in our community.

To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will take part in the *National Holiday Lifesavers Mobilization*, December 21-23, 2001, to protect citizens from impaired drivers. Local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law. The mobilization is sponsored by the national *You Drink & Drive. You Lose.* campaign.

There will be no warnings this weekend. Our message is a simple one – *You Drink and Drive. You Lose.* Violators will lose their license, automobile, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to

16,653 in 2000. We have come to a crossroad in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.

That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you head out for a party. Barring that, use taxi services and other alternative transportation or if possible, spend the night rather than driving home impaired. And don't make the mistake of thinking just one eggnog won't matter; fatigue and stress—common around the holidays—can escalate the effects of alcohol to deadly levels.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough" It's not just the conscientious thing to do; serving those underage is illegal, and serving anyone who is visibly intoxicated can leave you liable. Offer non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a cab or ask a non-drinking guest to provide a safe ride home.

Employers, too, must realize their role in hosting holiday office parties. Share the message of *You Drink & Drive. You Lose.* through your company wellness program or in your employee newsletter. At your company gathering, hand out free taxi passes, distribute a limited number of tickets to exchange for alcoholic drinks and sign up designated drivers in advance.

Too much trouble, you say? Then consider the financial and emotional costs of an employee's involvement in a crash – soaring medical insurance premiums, worker's compensation lost productivity and damaged employee morale.



O P - E D A R T I C L E

This holiday season, please celebrate responsibly and don't take a chance because chances are you will be caught. The choice is yours – designate a driver or **[LOCAL ORGANIZATION]** will appoint one for you – straight to jail.

YOU DRINK & DRIVE. YOU LOSE. CAMPAIGN

Launched in December 1999, the national *You Drink & Drive. You Lose.* campaign is a partnership of criminal justice and traffic safety partners in all 50 states that is committed to reducing deaths from impaired driving to no more than 11,000 by

2005 nationwide. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about the campaign from the newspaper, from the Internet, and from radio and television broadcasts. National, statewide and local activities this holiday season support December's designation as *National Drunk and Drugged Driving Prevention Month* (3D Month). For more information about the campaign and 3D Month, please visit www.nhtsa.dot.gov



THE PROSECUTION'S CASE

Impaired driving is no accident. It's a serious crime that kills more than 16,000 people and injures nearly 305,000 people every year. Someone in America dies in an alcohol-related crash every 33 minutes. Every two minutes, someone is injured.

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. We have reached a crossroads in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more if we are to significantly reduce the number of alcohol- and drug-related crashes.

As a prominent leader in your community, you have a unique opportunity to stop this deadly crime and lead the fight against impaired driving.

GIVE THE GIFT OF LIFE BY JOINING THE *YOU DRINK & DRIVE. YOU LOSE.* NATIONAL MOBILIZATION

That's why the National Association of Prosecutor Coordinators (NAPC) and the National Highway Traffic Safety Administration (NHTSA) are seeking your help to promote the *National Holiday Lifesavers Mobilization*, December 21-23, 2001. The mobilization is sponsored by the *You Drink & Drive. You Lose.* campaign. Every year, the campaign sponsors national mobilizations in July and December to help State and local officials increase the visibility of their efforts to arrest and prosecute impaired drivers. The mobilizations take place in July and December for a reason: Summer is when alcohol-related crashes are at their highest and December is an appropriate time to promote the

issue, because of public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

Launched in December 1999, the *You Drink & Drive. You Lose.* campaign is a national partnership of criminal justice and traffic safety partners in all 50 states that is committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide. The goal is to build on the incredible momentum and the hard work already taking place in communities throughout America that is aimed at stopping impaired driving and saving lives. Your commitment to this national challenge at the local level will help save lives and give your citizens the gift of life this holiday season.

THE MESSAGE IS CLEAR

Communities throughout America support increased criminal justice efforts to stop this illegal and life-threatening offense. Studies show that the majority of Americans consider drunk driving one of our nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans strongly endorse the use of stricter and more severe penalties against drunk drivers to protect themselves and their loved ones.

IT TAKES A CRIMINAL JUSTICE SYSTEM APPROACH

Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of driving under the influence of alcohol.

IMPAIRED DRIVING IS A CRIME THAT KILLS

As a result one in three Americans will be affected by this violent crime in their lifetime. The key to reversing this alarming trend is taking a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect citizens from impaired drivers.

SAY IT WITH CONVICTION: THE PROSECUTOR'S ROLE

Your professional experience and unique standing in your community makes you a key player in the success of the *You Drink & Drive. You Lose.* campaign. By supporting and publicizing saturation patrols and sobriety checkpoints during *National Holiday Lifesavers Mobilization* and prosecuting offenders to the full extent of the law, you send the message that impaired driving will not be tolerated in your community.

In your prosecutorial capacity, you can:

- Participate in training for the apprehension, prosecution and adjudication of the impaired driver.
- Participate in community coalitions and public education programs that deter impaired driving.
- Tell your community to expect increased law enforcement, such as saturation patrols and sobriety checkpoints, during December 21-23. Make sure they know that offenders will suffer serious consequences, including losing their driver's license, receiving fines or serving jail time.
- Strongly and publicly support local law enforcement of laws against impaired driving.
- Strengthen and promote your community's stance against impaired driving by rigorously prosecuting violators to the fullest extent of the law.

In addition to the actions listed above, you can extend the impact of the mobilization by taking the *You Drink & Drive. You Lose.* message directly to citizens. Community groups, schools, religious organizations and businesses are great places to rally support for enforcement efforts. Make the most of your powerful position in the community by informing and educating the public. For example, you could:

- Offer to speak at civic events, community centers, parent-teacher gatherings, business meetings and youth organizations about the legal consequences of impaired driving and underage drinking, and the wisdom of using designated drivers.
- Appear on local broadcast news and talk shows, using the airwaves to tell motorists about the mobilization.
- Ask businesses to promote responsibility when hosting holiday parties by employees. Remind them that permitting underage guests to drink alcohol is illegal and that serving alcohol may render them liable for the conduct of their guests.
- Encourage businesses to support sober ride and designated driver programs for their employees.

**[Your Letterhead]**

For Immediate Release

[Date] Contact: **[Name]** **[Phone]****THIS CHRISTMAS HOLIDAY SEASON: YOU DRINK & DRIVE. YOU LOSE.**

Local Prosecutors, Judicial Officials and Law Enforcement
Join to Give **[CITY/TOWN]** Families the Gift of Life

With more than **[X NUMBER]** of people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.

To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will be out in full force December 21 to 23 to protect citizens from impaired drivers. As part of the *National Holiday Lifesavers Mobilization*, local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law. The mobilization is sponsored by the national *You Drink & Drive. You Lose.* campaign.

"Impaired driving is no accident – It's a crime that kills every 33 minutes," said **[LOCAL OFFICIAL]**. "As a prosecutor, I can assure you there is no greater tragedy I face than dealing with the aftermath of these tragedies and the toll it takes on the victims' families and on our community. I'm committed to making our neighborhoods safer by prosecuting these criminals to the fullest extent of the law. Our message is a simple one – *You Drink and Drive. You Lose.* If arrested, you can lose your license, automobile, time from your job, and lose money in high fines and court costs as well as possible imprisonment for vehicular manslaughter or homicide."

After several years of gradual increases in safety, recently released impaired driving statistics by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. As part of a national strategy to reduce impaired driving crashes, the U.S. Department of Transportation has set a goal of no more than 11,000 alcohol-related fatalities annually by 2005.

Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts, such as rolling saturation patrols and sobriety checkpoints, to protect innocent victims. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against impaired drivers.



IMPAIRED DRIVING IS A CRIME THAT KILLS

"Around the holidays, employee parties and other celebrations, combined with increased stress and fatigue, increase the risk for impaired driving-related crashes. Risking your life, and other lives, is no way to celebrate the holidays," said [LOCAL OFFICIAL]. "Party hosts and businesses especially need to recognize their responsibilities and know that they can be held liable if their guests or patrons cause an alcohol-related crash."

Nine out of 10 Americans who participate in social events where alcohol is served believe that people should use designated drivers. [LOCAL ORGANIZATION] suggests that employee parties and other celebrations include alcohol-free beverages and protein-rich foods, along with awareness of guests' alcohol consumption, and reminds everyone to plan ahead:

- Don't risk it – If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.

The You Drink & Drive. You Lose. campaign, launched in December 1999, is a comprehensive impaired driving prevention program that is focused on highly visible criminal justice-related efforts to deter impaired driving. The program, for use by States and communities, is designed to save lives and reach the national goal of reducing impaired driving fatalities nationwide. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts.

National, State and local activities during this holiday season are intended to reinforce December's designation as *National Drunk and Drugged Driving Prevention Month* (3D Month). For more information about the campaign and 3D Month, log onto www.nhtsa.dot.gov



- Every December, thousands of Americans choose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills every 33 minutes.
- After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000.
- With more than [X NUMBER] of people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.
- To protect [CITY/TOWN] families during this long holiday period, local criminal justice agencies will be out in full force December 21-23 to protect citizens from impaired drivers.
- As part of the *National Lifesavers Holiday Mobilization*, local law enforcement officers will be conducting saturation patrols and sobriety checkpoints to identify and arrest impaired drivers. The mobilization is sponsored by the *You Drink & Drive. You Lose.* campaign.
- This holiday season, the message is simple – You drink and drive ... you lose.
- If arrested, you can lose your license, automobile, time from your job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.
- While there have been recent improvements in preventing alcohol-related fatalities during the past five years, national statistics show that deaths increased slightly last year - from 15,786 in 1999 to 16,068 in 2000.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of driving under the influence of alcohol or drugs. As a result one in three Americans will be affected by this violent crime in their lifetime.
- The key to reversing this alarming trend is taking a systematic approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.
- My office is committed to making our neighborhoods safer and will be working with law enforcement officials to prosecute impaired drivers to the fullest extent of the law.
- As a prosecutor, I can assure you that there is no greater tragedy than dealing with the aftermath of these crimes and the toll it takes on the victims' families and on our community.
- We're reminding everyone to plan ahead:
 - Don't risk it – If you plan to drive, don't drink.
 - Choose a sober designated driver.
 - Take mass transit or a taxicab.
 - Spend the night where the activity is being held.
 - Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.



TALKING POINTS

- Nearly 97 percent of Americans view impaired driving as a major threat to the community.
- Launched in December 1999, the national You Drink & Drive. You Lose. campaign is a partnership of criminal justice and traffic safety partners in all 50 states committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide.
- Saturation patrols are an example of increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence, such as every other or every fourth, fifth or sixth vehicle, depending on the staffing available and traffic conditions.
- When adequately publicized, saturation patrols and sobriety checkpoints increase the perceived risk of arrest, influencing drivers to make the right decision and reminding the general public that impaired driving is a crime.



As you celebrate this holiday season with family, friends and co-workers, toasting the memories of the passing year and the hopes and dreams of a new year, don't forget to make the most important resolution – designate a sober driver.

Too many people never see the New Year because they were the innocent victims of one of the most often committed criminal offenses – impaired driving. Every New Year, I face the deadly aftermath of the holiday season. Even though we have made great strides in this country to raise awareness about the deadly consequences of alcohol and drug-related driving, too many people still don't take impaired driving seriously.

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000.

Although every year 1.5 million impaired drivers are arrested on America's highways, only one arrest occurs for every 772 instances of driving under the influence of alcohol or drugs. And the tragic reality is that most impaired drivers arrive home safely and are never punished for their crimes, which only reinforces their future decisions. Chances are this New Year will begin for you without a friend or loved one because someone didn't take impaired driving seriously.

Officials from [CITY/TOWN] are joining me this weekend in the *National Holiday Lifesaver Mobilization*, December 21-23, to remind everyone to take this issue seriously or risk arrest and prosecution to the fullest extent of the law. The message is simple – *You Drink & Drive. You Lose.*

With more than [X NUMBER] of people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities. To protect [CITY/TOWN] families during this long holiday period, local criminal justice agencies will be out in full force conducting saturation patrols and sobriety checkpoints to identify and arrest impaired drivers.

No one wants to ruin their holiday by losing their license, paying fines or worse – serving jail time. That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you head out for a party. Barring that, use taxi services and other alternative transportation or possibly spend the night where you are rather than drive home impaired. And don't make the mistake of thinking that having one eggnog won't matter: fatigue and stress, common around the holidays, can escalate the effects of alcohol to deadly levels.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough." It's not just the conscientious thing to do; serving those underage is illegal, and serving anyone who is visibly intoxicated can leave you liable.

Be aware that drinking alcohol after taking some over-the-counter or prescription drugs can produce greater levels of impairment. Offer your guests non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a cab or ask a non-drinking guest to provide a safe ride home.



O P - E D A R T I C L E

Employers, too, must understand their role in hosting holiday office parties. Share the message of *You Drink & Drive. You Lose.* through your company wellness program or in your employee newsletter. At your company gathering, hand out free taxi passes, distribute a limited number of tickets to exchange for alcoholic drinks, and sign up designated drivers in advance.

Too much trouble, you say? Then consider the financial and emotional costs of an employee's involvement in a crash – soaring medical insurance premiums, worker's compensation lost productivity and damaged employee morale.

This holiday season, please celebrate responsibly and don't take a chance – because chances are you will be caught. The choice is yours – designate a driver or **[LOCAL ORGANIZATION]** will appoint one for you – straight to jail.

***YOU DRINK & DRIVE. YOU LOSE.
CAMPAIGN***

Launched in December 1999, the national You Drink & Drive. You Lose. campaign is a partnership with criminal justice and traffic safety partners in all 50 states that are committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about our lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts. National, statewide and local activities this holiday season support December's designation as National Drunk and Drugged Driving Prevention Month (3D Month). For more information about the campaign and 3D Month, please visit www.nhtsa.dot.gov



IMPAIRED DRIVING IS A DEADLY THREAT TO AMERICA'S COMMUNITIES

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend: Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. We have reached a crossroads in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more if we are to significantly reduce the number of alcohol- and drug-related crashes.

As a traffic safety advocate, you understand the tragic toll every one of these deaths has on thousands of families and hundreds of communities nationwide. As these latest statistics indicate, too many Americans continue to make the wrong choice and drive impaired. Every year 1.5 million impaired drivers are arrested yet only one arrest occurs for every 772 instances of driving under the influence of alcohol. As a result one in three Americans will be affected by this violent crime in their lifetime. The reality is that most impaired drivers arrive home safely and are never punished for their crimes, which only reinforces their future decisions.

THERE IS NO DEBATE – AMERICANS SUPPORT GETTING TOUGH ON IMPAIRED DRIVERS

Studies show that the majority of Americans consider drunk driving one of our nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of saturation patrols and sobriety checkpoints to ensure their safety.

We have reached a crossroads in our efforts to prevent this deadly crime. If we're to significantly reduce the number of alcohol- and drug-related injuries and fatalities, we must all do more to change the perception that impaired driving is merely a traffic offense. It's a deadly crime that has severe personal consequences that will no longer be tolerated.

GIVE THE GIFT OF LIFE BY JOINING THE YOU DRINK & DRIVE. YOU LOSE. NATIONAL MOBILIZATION

That's why NHTSA and the International Association of Chiefs of Police, National Organization of Black Law Enforcement Executives, National Sheriffs' Association Hispanic American Police Command Officers Association and Operation C.A.R.E are asking you to help promote and take part in the *National Holiday Lifesaver Mobilization*, December 21-23, 2001. This mobilization is sponsored by the *You Drink & Drive. You Lose.* campaign.

Every year the *You Drink & Drive. You Lose.* campaign sponsors national mobilizations in July and December to help State and local officials increase the visibility of their efforts to arrest and prosecute impaired drivers. The mobilizations take place during these months for a reason: Summer is when alcohol-related crashes are at their highest and December is an appropriate time to promote the issue, given the public perception that holiday celebrations increase the consumption of alcohol and impaired driving.

Launched in December 1999, the *You Drink & Drive. You Lose.* campaign is a national partnership of criminal justice and traffic safety partners in all 50 states that are committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide. The goal is to build on the



IMPAIRED DRIVING IS A CRIME THAT KILLS

momentum and the hard work already taking place in communities throughout America, aimed at stopping impaired driving and saving lives. Your commitment to this national challenge at the local level will help save lives and give your citizens the gift of life this holiday season.

PUBLICIZE WHAT YOU'RE ALREADY DOING

As with most states and communities, your partnership is already engaged in the fight against this deadly crime. By joining the campaign, you will become part of a powerful voice that is reaching millions of Americans through national and local media and the Internet.

And as with any criminal offense, the best way to deter impaired driving is through a highly recognizable media campaign conducted by the entire community and criminal justice system – enforcement, prosecution, adjudications and sanctions – to reinforce the message that violators are criminals and that there is a high risk of being caught, prosecuted and jailed.

If your State has new .08 blood alcohol content laws or existing administrative license revocation, zero tolerance and vehicle confiscation laws, use them to show the consequences of driving impaired. Prosecutors and judges also can provide the court's perspective and discuss the amount of time and money you could lose as a result of an impaired driving offense.

This kit will help you coordinate your media outreach efforts with the national campaign and mobilize your community to deter impaired driving before it happens.

THE TRAFFIC SAFETY ADVOCATE'S ROLE

Each of us has a role in the mobilization, yet the goal is the same – preventing impaired driving. As a community partner your role is crucial. A community's commitment to end impaired driving should involve a wide array of business, volunteer and civic groups. Contact groups already active in the community, including Mothers Against Drunk Driving, Students Against Destructive Decisions, the Kiwanis, Chamber of Commerce, the Lions Club, religious groups, schools and PTAs and other organizations, and ask them to inform their members about the mobilization. These groups also can provide volunteer support for the mobilization.

- Here are some ideas to get them involved:
- Host a town hall meeting on ways to reduce impaired driving.
- Publicly endorse the community's mobilization by sending letters to the editor of the local newspaper in support of local mobilizations.
- Work with area businesses and taxicab companies to create alternatives to impaired driving – implement sober ride and designated driver programs.
- Contact organizers of events where alcohol is a focus to distribute literature and encourage the use of designated drivers and sober ride programs.
- Conduct fundraising events (i.e., silent auctions, bake sales, pot luck dinners, etc.) to provide seed money for designated driver and sober ride programs.
- Provide volunteers to criminal justice partners to assist with publicity, administrative duties and operating sobriety checkpoints.



IMPAIRED DRIVING IS A CRIME THAT KILLS

- Recruit family members of victims to participate in media outreach activities.
- Use newsletters to raise awareness of the consequences of impaired driving, share non-alcoholic drink recipes and provide safe hosting tips.
- Invite speakers to your meetings (law enforcement, emergency room doctors and nurses, victims, etc.) to speak about the dangers of impaired driving to increase support for your efforts. Local hospitals, fire and rescue officials or MADD chapters are excellent places to recruit speakers.
- Work with the Criminal Justice System to Get the Word Out

You can't have an effective deterrent message if the public doesn't know what your criminal justice partners are doing and the consequences for violating the law. Members of criminal justice agencies are more likely to participate in campaign activities if obstacles that inhibit their participation are removed. Make it easy and everyone will join the effort. Remind them that every law enforcement agency is legally able to conduct saturation patrols to catch impaired drivers. Small- and large-scale sobriety checkpoints also are allowed in most states and can serve as effective high profile deterrents. The good news is that most agencies are

already arresting impaired drivers on a daily basis and will welcome your help in bringing greater visibility to their efforts. Here are some ideas to get you started:

- Identify organizations that have structured similar outreach activities, get their advice and assistance in planning.
- Call a special meeting of criminal justice departmental and agency chiefs, sheriffs and troopers throughout the state. Ask them to take an active interest in the campaign and encourage others to participate.
- Solicit input from prosecutors, judicial officials, and law enforcement agencies on timing, strategies, and evaluation methods.
- Allow individual departments to devise targeted implementation activities for the campaign.
- Make sure outside groups involved in the campaign have a law enforcement representative available who is familiar with the activities of the campaign.
- Let judges and prosecutors know that there may be an initial increase in impaired driving arrests. Now that the BAC limit has changed from .10 to .08 in many States, cases that may have been 'on the edge' of the limit can now be prosecuted fully.
- Distribute information on the change in the law to motorists who are stopped. A good time to do this would be at a sobriety checkpoint or during a saturation patrol.



RELEASE

[Your Letterhead]

For Immediate Release

[Date] Contact: **[Name]** **[Phone]****THIS CHRISTMAS HOLIDAY SEASON: YOU DRINK & DRIVE. YOU LOSE.****[Organization]** Give's **[CITY/TOWN]** Families the Gift of Life

With more people expected to be on the highways during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.

To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will be out in full force December 21-23 to protect citizens from impaired drivers. As part of the National Holiday Lifesavers mobilization, local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law. The mobilization is sponsored by the national You Drink & Drive. You Lose. campaign.

"Impaired driving is no accident – It's a crime that kills every 33 minutes," said **[LOCAL OFFICIAL]**. "Too many people still don't understand it's a crime to mix alcohol and driving. Drunk drivers are reckless criminals that are a threat to everyone's safety. There will be no warnings issued this weekend. Our message is a simple one – You Drink and Drive. You Lose. Violators will lose their license, their automobile, time from their job, and money in high fines and court costs, as well as possibly face imprisonment for vehicular manslaughter or homicide."

After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000. As part of a national strategy to reduce impaired driving crashes, the U.S. Department of Transportation has set a goal of no more than 11,000 alcohol-related fatalities annually by 2005.

Studies from the National Highway Traffic Safety Administration show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view drunk driving as a major threat to the community. As a result, the majority of Americans support increased use of enforcement efforts like rolling saturation patrols and sobriety checkpoints to protect citizens from impaired drivers. Furthermore, two-thirds of Americans also strongly endorse the use of stricter and more severe penalties against drunk drivers.



"Around the holidays, employee parties and other celebrations, combined with increased stress and fatigue, increase the risk for impaired driving-related fatalities. Risking lives—your own and others' is no way to celebrate the holidays," said **[LOCAL OFFICIAL]**. "Party hosts and businesses especially need to recognize their responsibility and know that they can be held liable if their guests or patrons cause an alcohol-related crash."

Nine out of 10 Americans who participate in social events where alcohol is served believe that people should use designated drivers. **[LOCAL ORGANIZATION]** suggests that employee parties and other celebrations include alcohol-free beverages and protein-rich foods. Along with awareness of guests' consumption, hosts should also remind everyone to plan ahead:

- Don't risk it – If you plan to drive, don't drink.
- Choose a sober designated driver.
- Take mass transit or a taxicab.
- Spend the night where the activity is being held.
- Report impaired drivers to law enforcement.

You Drink & Drive. You Lose, launched in December 1999, is a comprehensive impaired driving prevention program focused on highly visible criminal justice-related efforts to deter impaired driving and is designed for use by states and communities to save lives and reach the national goal. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about this lifesaving message from their newspaper, from the Internet, and from radio and television broadcasts.

National, State and local activities during this holiday season reinforce December's designation as *National Drunk and Drugged Driving Prevention Month* (3D Month). For more information about the campaign and 3D Month, please visit www.nhtsa.dot.gov



TALKING POINTS

- Every December, thousands of Americans chose to drive after drinking alcohol or using drugs. Impaired driving is no accident. It's a serious crime that kills someone every 33 minutes.
- After several years of improvement, more recent impaired driving statistics released by the National Highway Traffic Safety Administration show an alarming trend – Impaired driving-related deaths significantly increased from 15,786 in 1999 to 16,653 in 2000.
- With more people expected to travel during the weekend before the Christmas holiday, this could be one of the deadliest periods ever for impaired driving fatalities.
- To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will be out in full force December 21 to 23 to keep citizens safe from impaired drivers.
- As part of the *National Holiday Lifesavers Mobilization*, local law enforcement will be conducting rolling saturation patrols and sobriety checkpoints to identify and arrest impaired drivers. The mobilization is sponsored by the *You Drink and Drive. You Lose.* campaign.
- There will be no warnings this weekend. Our message is a simple one – *You Drink and Drive. You Lose.* Violators will lose their license, automobile, time from their job, and lose money in high fines and court costs as well as possibly face imprisonment for vehicular manslaughter or homicide.
- Nationally, impaired driving-related fatalities are increasing, killing nearly 17,000 people each year. More than 300,000 people are injured.
- Although every year 1.5 million impaired drivers are arrested, only one arrest occurs for every 772 instances of driving under the influence of alcohol. As a result one in three Americans will be affected by this violent crime in their lifetime.
- The key to reversing this alarming trend is taking a systematic approach with law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect innocent victims from impaired drivers.
- I can assure you there is no greater tragedy for a law enforcement officer than knocking on the door of a victim's family to tell them that they have lost a loved one to this senseless crime.
- We are reminding everyone:
 - Don't risk it – If you plan to drive, don't drink.
 - Choose a sober designated driver.
 - Take mass transit or a taxicab.
 - Spend the night where the activity is being held.
 - Report impaired drivers to law enforcement.
- Studies show that the majority of Americans consider drunk driving one of the nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education.
- Nearly 97 percent of Americans view drunk driving as a major threat to the community.
- The national *You Drink & Drive. You Lose.* campaign is a partnership of criminal justice and traffic safety partners in all 50 states committed to reducing deaths from impaired driving to no more than 11,000 by 2005 nationwide.
- Saturation patrols are increased enforcement efforts, often involving multiple agencies, that target a specific area to identify and arrest impaired drivers.
- At sobriety checkpoints, law enforcement officers evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence—such as every vehicle or every fourth, fifth or sixth vehicle—depending on the personnel available and traffic conditions.
- When adequately publicized saturation patrols and checkpoints increase the perceived risk of arrest, influence drivers to make the right choice, and remind the general public that impaired driving is a crime.
- Please celebrate responsibly and don't take a chance – because chances are you will be caught. The choice is yours – designate a driver or one will be appointed for you – straight to jail. Remember: *You Drink & Drive. You Lose.*



As you celebrate this holiday season with family, friends and co-workers, toasting the memories of the passing year and the hopes and dreams of the coming year, don't forget to make the most important resolution – designate a sober driver.

Too many people never see the New Year because they were the innocent victims of one of the most often committed criminal offenses – impaired driving. Drunk drivers are reckless criminals who kill every 33 minutes. Every New Year, I face the deadly aftermath of the holiday season. The worse part of any officer's duty is to ring the doorbell of a victim's home. Even more tragic is the fact that these crashes are 100 percent preventable.

Too many people continue to view impaired driving merely as a traffic offense. Don't be fooled. It's a crime that kills and a crime that will not be tolerated in our community.

To protect **[CITY/TOWN]** families during this long holiday period, local criminal justice agencies will take part in the *National Holiday Lifesavers Mobilization*, December 21-23, 2001, to protect citizens from impaired drivers. Local officials will conduct saturation patrols and sobriety checkpoints to arrest and prosecute impaired drivers to the fullest extent of the law. The mobilization is sponsored by the national *You Drink & Drive. You Lose.* campaign.

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16,653 in 2000. We have come to a crossroad in our efforts to prevent this deadly crime. America is at a crucial point where we must all do more as communities and as individuals if we are to make significant declines in the number of alcohol- and drug-related crashes.

That's why it's so important to celebrate sensibly. It takes just a little forethought to designate a sober driver before you head out for a party. Barring that, use taxi services and other alternative transportation or if possible, spend the night rather than driving home impaired. And don't make the mistake of thinking just one eggnog won't matter; fatigue and stress— common around the holidays—can escalate the effects of alcohol to deadly levels.

If you're hosting a party, accept responsibility for your guests' safety. Don't serve alcohol to underage guests or to anyone who has clearly "had enough." It's not just the conscientious thing to do; serving those underage is illegal, and serving anyone who is visibly intoxicated can leave you liable. Offer non-alcoholic beverages and protein-rich snacks. Stop serving alcohol at least one hour before the party ends. Take the car keys away from any guest who is impaired; call a cab or ask a non-drinking guest to provide a safe ride home.

Employers, too, must realize their role in hosting holiday office parties. Share the message of *You Drink & Drive. You Lose.* through your company wellness program or in your employee newsletter. At your company gathering, hand out free taxi passes, distribute a limited number of tickets to exchange for alcoholic drinks and sign up designated drivers in advance.

Too much trouble, you say? Then consider the financial and emotional costs of an employee's involvement in a crash – soaring medical insurance premiums, worker's compensation lost productivity and damaged employee morale.



O P - E D A R T I C L E

This holiday season, please celebrate responsibly and don't take a chance because chances are you will be caught. The choice is yours – designate a driver or **[LOCAL ORGANIZATION]** will appoint one for you – straight to jail.

YOU DRINK & DRIVE. YOU LOSE. CAMPAIGN

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2005 nationwide. Thanks to the combined efforts of thousands of devoted public and private partners, more than 150 million Americans have learned about the campaign from the newspaper, from the Internet, and from radio and television broadcasts. National, statewide and local activities this holiday season support December's designation as *National Drunk and Drugged Driving Prevention Month* (3D Month). For more information about the campaign and 3D Month, please visit

www.nhtsa.dot.gov



WHAT ARE SATURATION PATROLS?

Saturation patrols are legal in all 50 states and are very concentrated enforcement efforts that target impaired drivers by observing moving violations such as reckless driving, speeding and aggressive driving. Motorists and motorcyclists are evaluated on an individual basis because certain behaviors have been demonstrated to law enforcement officers while the vehicle is in motion. Well-publicized saturation patrols educate the general driving public that breaking traffic laws is a serious problem and those violators will be punished.

WHAT ARE SOBRIETY CHECKPOINTS?

At sobriety checkpoints, law enforcement officials evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence, such as every other vehicle or every fourth, fifth or sixth vehicle. The frequency with which vehicles are stopped depends on the personnel available to staff the checkpoint and traffic congestion.

Well-publicized checkpoint programs educate both those who pass through the checkpoint and the general public that impaired drivers will be caught.

ARE SOBRIETY CHECKPOINTS LEGAL?

In 1990, the U.S. Supreme Court upheld the constitutionality of sobriety checkpoints in *Michigan v. Sitz*. The court ruled that the interest in reducing the incidence of impaired driving was sufficient to justify the brief intrusion caused by a properly conducted sobriety checkpoint. If conducted properly, sobriety checkpoints do not constitute an illegal search and seizure in most States.

Thirty-nine States and the District of Columbia can legally conduct sobriety checkpoints. The use of sobriety checkpoints as a deterrent is restricted or prohibited in the following States: Alaska, Idaho, Louisiana, Michigan, Minnesota, Oregon, Rhode Island, Texas, Wisconsin, Washington and Wyoming.

WHO FAVORS SOBRIETY CHECKPOINTS AND SATURATION PATROLS?

Surveys indicate that 75 percent of Americans favor the use of sobriety checkpoints as a law enforcement tool. The International Association of Chiefs of Police, Operation C.A.R.E. and the National Sheriffs' Association favor them. Citizen groups, such as Mothers Against Drunk Driving, Remove Intoxicated Drivers (RID), Students Against Destructive Decisions, and Citizens Against Drug Impaired Drivers (C.A.N.D.I.D.), strongly favor their use. Private groups, such as the Nationwide Insurance and the National Commission Against Drunk Driving, have advocated their increased use for a number of years. Federal agencies, such as the National Transportation Safety Board and NHTSA, also strongly favor their use.

WHAT ARE THE CONCERNS ABOUT SOBRIETY CHECKPOINTS?

Some people think that sobriety checkpoints cause traffic jams and detain people for extended periods. Well-conducted, well-planned checkpoints delay drivers no more than a few minutes, or the length of an average traffic signal. Some think that checkpoints are costly, time-consuming and labor intensive; however, small-scale checkpoints can be conducted with as few as three to five officers. Typically, checkpoints use 10 to 12 officers. Officer safety should be a consideration when conducting checkpoints.

FACT SHEET

WHY DO WE NEED SOBRIETY CHECKPOINT AND SATURATION PATROL PROGRAMS?

An impaired driver can be on the road as many as 772 times before getting caught and being arrested. Seasonal increases in alcohol and drug use help law enforcement agencies target their enforcement efforts. Sobriety checkpoints and saturation patrols provide law enforcement officials with effective tools for removing impaired drivers from roads and highways.

WHAT MAKES SOBRIETY CHECKPOINTS AND SATURATION PATROLS SO EFFECTIVE?

Sobriety checkpoints and saturation patrols help law enforcement officials detect and arrest impaired drivers. They also are a deterrent to people who might choose to drive impaired by increasing the risk of arrest when the checkpoints and patrols are properly publicized.

WHERE AND WHEN ARE THE BEST TIMES TO RUN SOBRIETY CHECKPOINTS?

Sobriety checkpoints and saturation patrols are generally conducted on weekend nights at locations where the incidence of impaired driving is high, according to arrest and crash records. However, sobriety checkpoints and saturation patrols can be conducted at other times and places.

HOW DO I SET UP A SOBRIETY CHECKPOINT IN MY COMMUNITY?

NHTSA has guidelines on how to conduct checkpoints in a safe and legal manner. For more information, materials can be ordered through NHTSA's web site at www.nhtsa.dot.gov. Sobriety checkpoints and saturation patrols should

be part of a community's ongoing impaired driving prevention program and/or Safe Communities program. Your department may already have a policy.

THE YOU DRINK & DRIVE. YOU LOSE. CAMPAIGN GUIDEBOOK

The guidebook was created to provide partners with step-by-step suggestions on planning and coordinating highly visible campaign activities, such as saturation patrols and sobriety checkpoints. The guidebook also addresses such issues as site selection, warning devices (signage, for example), detection techniques, arrest holding areas and chemical testing logistics. The Guidebook is designed for year-round use and contains sections on Building Partnerships, Publicity and Promotions, Timelines, Available Resources and Training Courses. It also contains samples for proclamations, letters of support, checklist for conducting town hall meetings, evaluation questionnaires, and provides case law summaries and fact sheets. The Guidebook is updated periodically.

NEW MATERIALS ARE AVAILABLE FOR EACH MOBILIZATION

For every Fourth of July and December mobilization, criminal justice and traffic safety partners are provided new media toolkit supplements. Each new media toolkit provides suggestions on news hooks and sample press releases, Op Ed articles and talking points. It also contains posters, artwork, logo sheets and fact sheets.

For more information on impaired driving and resources to help you in your efforts, visit the NHTSA web site at www.nhtsa.dot.gov.



WHAT ARE SATURATION PATROLS?

Saturation patrols are legal in all 50 states and are very concentrated enforcement efforts that target impaired drivers by observing moving violations such as reckless driving, speeding, aggressive driving, and others. Motorists and motorcyclists are evaluated on an individual basis because certain behaviors have been displayed to law enforcement officers while the vehicle is in motion. Well-publicized saturation patrols educate the general driving public that breaking traffic laws is a serious problem and those violators will be punished.

PLANNING A SATURATION PATROL

As with sobriety checkpoints, effective saturation patrols require careful planning. For enforcement agencies conducting their first saturation patrol, you should begin with a small-scale enforcement project. Eventually, larger enforcement projects can be explored as you gain experience. But whether the saturation patrol is large-scale or narrowly focused, there is one important key for success: soliciting ideas from participating agencies. By sharing ideas, suggestions and solutions, program participants can sustain a high level of motivation and assist in streamlining the overall operation of the saturation patrol.

Consider these areas when planning a saturation patrol:

- Enlist prosecutors and judicial officials to join the campaign to present a unified voice.
- Notify local prosecuting attorney(s) regarding your plans to conduct a saturation patrol.
- Alert area courts, juvenile and jail authorities about your plans so that additional staff can be assigned, if necessary.

- Invite these offices to help plan the saturation patrols.
- Ask these local partners for ideas on streamlining arrest and booking procedures.

JURISDICTION REVIEW AND MUTUAL AID

- Consider jurisdiction issues and boundaries for saturation patrols involving multiple law enforcement agencies. Provide court boundary maps to each participating officer.
- Specify geographic areas for saturation patrol. Saturation patrols cover a broader area than checkpoints.
- Consult Mutual Aid Agreements drafted to support these activities.

OPERATIONAL CONSIDERATIONS

- Establish a command post to coordinate operations and process suspects. Possible command posts include law enforcement facilities, churches or public buildings. Mobile Processing Units can be used to house operations.
- Saturation patrols are perfectly legal if held under rules governing regular patrols but they focus on impaired driving.
- Warning devices are not required for saturation patrols.
- Designate a testing or detention facility to hold and process impaired driving suspects. The detention facility should be highly visible to the media, easily accessible for processing suspects and large enough to stock necessary supplies.
- Give briefings to all participating personnel regarding proper procedures at the beginning of every saturation patrol.
- If available, contact Reserve or Auxiliary Officers to assist with saturation patrols.
- Consult State Departments of Alcohol Beverage Control

FACT SHEET

- Consult your state's department of Alcohol Beverage Control (ABC) for insight into locations that have high alcohol consumption and impaired driving incidents.
- ABC may also provide information on underage impaired driving enforcement.
- Appoint a Public Information Officer
- A knowledgeable Public Information Officer should be appointed to work with the media.
- Determine which materials should be distributed to the public and to violators.
- The overall effectiveness of a saturation patrol is greatly enhanced by increased publicity. A saturation patrol's success is largely determined by the number of drivers who are deterred from getting behind the wheel after drinking or taking drugs.
- The Public Information Officer may employ the assistance of volunteers for distribution of media materials.

FUNDING

- The majority of costs incurred from planning and conducting a saturation patrol should not extend beyond normal salary and benefits associated with daily law enforcement operations.
- Large jurisdictions may plan and operate saturation patrols independently; however, smaller agencies and jurisdictions can partner with other local or state law enforcement agencies to conduct a multi-jurisdictional saturation patrol.
- Other funding options may be explored as the saturation patrol program develops, such as State Highway Safety Offices, foundations, other traffic safety groups and the private sector.

TRAINING

- Verify that participating officers are skilled in visual detection cues for impaired drivers and motorcycle riders.
- Officers assigned to the patrol should fully understand SFST and be trained in D.U.I. detection.
- Officers serving as drug recognition experts (DRE) should be present during saturation patrols. Information regarding SFST and the Drug Evaluation and Classification Program is available through State Highway Safety Offices, NHTSA Regional Offices and the IACP.
- Reinforce to law enforcement that the commitment supports their efforts.
- Remember that it costs more to prosecute a repeat offender than to prosecute a murderer.

CRIME LAB TECHNICIANS

- Notify employees involved with chemical testing procedures of a potential increase in breath testing and instrument calibrations.
- Alert lab personnel regarding a potential increase in blood and urine samples submitted for alcohol and drug analysis.

SUPPORT RESOURCES

- Display reflective placards identifying the enforcement project. Placards can be placed on the sides of patrol vehicles and at processing centers.
- Placards increase the public perception of the risks associated with driving while impaired.

WARRANT SERVICE

- Assign officers to the enforcement and execution of outstanding warrants for alcohol- and drug-related offenses.



- Alert the media about the results of your efforts so they can inform the public that people can't dismiss impaired driving as merely a traffic offense.

CONSIDER YOUTH ENFORCEMENT

- Every State and the District of Columbia has a 21-year-old minimum drinking age law.
- The majority of impaired driving crashes involving teens occur during weekends.
- Coordinate with school districts to alert teen drivers about the mobilization.

SEAT BELT ENFORCEMENT

- The best defense against an impaired driver is a seat belt.
- Seat belt usage generally increases when enforced as part of mobilization activities.
- Use this strategy to help generate media interest in saturation patrols and public safety activities and increase belt use.

DEPARTMENTAL REPORTS AND DOCUMENTATION

- Ensure that proper paperwork is correctly routed to the assigned prosecuting attorney and court.

- Coordinate with criminal justice partners to streamline the process and ensure records systems are updated and accurate.

EVALUATION

- Conduct a debriefing at the conclusion of each saturation patrol operation. The debriefing should include all personnel involved in the operation, such as officers, supervisors, administrative personnel, media relations representatives, communications officers, jail staff and transportation officers.
- Collect data regarding the number of agencies involved, number of patrol cars, and the number of arrests made, including the type of arrests and number of DRE evaluations.
- Review enforcement and prosecution statistics, media and public responses, and critique the entire operation.
- Evaluate planning phases, site selection and securing of the command post for overall effectiveness. Solicit ideas and suggestions from all personnel involved in the operation.
- Prepare a final report following the debriefing. Summarize all recommendations for improvement so this information can benefit future operations.



Radio stations are required to broadcast public service announcements to the community. Use this to your advantage by providing local stations with scripts provided in the back pocket of this booklet. You should accompany the scripts with a letter explaining the problem of impaired driving in your community and ask for the station's support in helping to solve it. Suggest that traffic reporters remind listeners about the *You Drink & Drive. You Lose.* message and about increased enforcement activities in your community. It is a good idea to follow-up the letter with a phone call to the station to ensure they received the scripts, and to encourage their use.

RADIO SCRIPTS

30 SECOND GENERAL PSA/STATION READ

Drunk driving is no accident. It's a serious crime that kills every 33 minutes. Designate a driver, take a taxicab or mass transit or local law enforcement will provide you a ride to jail. **[INSERT STATION NAME/CALL LETTERS]** wants you to know that law enforcement will be out this holiday weekend conducting rolling saturation patrols to arrest impaired drivers and to make our streets and highways safer for all of us. This holiday season, please celebrate responsibly and don't take a chance because chances are you will be caught. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

:15 SECOND HOLIDAY STATION READ – ALCOHOL

Not sure if you've had too much to drink? Then don't drive. Impairment starts with the first drink, whether you feel it or not. Drunk driving is no accident. It's a deadly crime. **[INSERT STATION NAME HERE]** supports saturation patrols because they protect us from drunk drivers. The choice is yours –

designate a sober driver or one will be appointed for you ... straight to jail. Remember: *You Drink & Drive. You Lose.*

THE CHOICE IS YOURS: YOU DRINK & DRIVE. YOU LOSE.

30 SECOND HOLIDAY STATION READ – ALCOHOL

Drunk driving is no accident. It's a deadly crime. One person dies every 33 minutes because of an impaired driver. This weekend, law enforcement will be out in full force to arrest impaired drivers before they hurt or kill someone. **[INSERT STATION NAME HERE]** supports this effort. Please celebrate responsibly and don't take a chance because chances are you will be caught. The choice is yours – designate a sober driver or one will be appointed for you ... straight to jail. Remember: *You Drink & Drive. You Lose.*

:15 SECOND CHRISTMAS HOLIDAY STATION READ - DRUGS AND ALCOHOL

So, you think impaired driving isn't a big problem? Think again. Driving under the influence of drugs or alcohol is a serious crime that kills. **[INSERT STATION NAME HERE]** reminds you law enforcement is mobilizing against impaired drivers this weekend. Please celebrate responsibly and don't take a chance because chances are you will be caught. The choice is yours – designate a sober driver or one will be appointed for you. Remember: *You Drink & Drive. You Lose.*

THE CHOICE IS YOURS: YOU DRINK & DRIVE. YOU LOSE.

:30 SECOND HOLIDAY SEASON STATION READ - DRUGS AND ALCOHOL

So, you think impaired driving isn't a big deal? You're wrong - dead wrong. Driving under the influence of drugs or alcohol is a serious crime.



So, if you're under the influence, don't drive.
[INSERT STATION NAME HERE] wants you to know that law enforcement is mobilizing this weekend to arrest impaired drivers and to keep the roads safe for everyone enjoying the holiday.

Please celebrate responsibly and don't take a chance because chances are you will be caught. The choice is yours – designate a sober driver or one will be appointed for you ... straight to jail. Remember: *You Drink & Drive. You Lose.*



You Drink & Drive. You Lose. was developed as the voice of an energized criminal justice partnership aimed at intensifying the fight against impaired driving – a crime that kills every 33 minutes. The campaign's national partners include the International Association of Chiefs of Police, the National Sheriffs' Association, National Organization of Black Law Enforcement Executives, Hispanic American Police Command Officers Association, Operation C.A.R.E. (Combined Accident Reduction Effort), National District Attorney Association, National Association of Prosecutor Coordinators, National Judicial College and the National Association of Governors' Highway Safety Representatives.

IMPAIRED DRIVING IS NOT AN ACCIDENT – IT'S A DEADLY CRIME

We have come to a crossroad in our efforts to prevent this deadly crime. If we're to make significant declines in the number of alcohol- and drug-related, we must all do more to further change the perception of impaired driving as merely a traffic offense to that of a deadly crime that will no longer be tolerated and has severe personal consequences.

IT TAKES A CRIMINAL JUSTICE SYSTEM APPROACH

Although every year 1.5 million impaired drivers are arrested, only one arrest is made for every 772 occurrences of driving under the influence of alcohol. As a result one in three Americans will be affected by this violent crime in their lifetime. The key to reversing this alarming trend is taking a systematic approach that includes highly visible and coordinated efforts by law enforcement, prosecutors, judicial officials and traffic safety partners, each doing their part, to protect citizens from impaired drivers.

MOBILIZING AMERICA TO STOP IMPAIRED DRIVING

Criminal justice partners conduct campaign mobilizations twice a year – July and December. Why mobilize? Because it works. Conducting saturation patrols and sobriety checkpoints are proven strategies that reduce impaired driving. A national wave of highly visible enforcement from small towns to major metropolitan areas, combined with unified public information, puts offenders on notice that their actions are not only serious, but also criminal and violators will be punished.

THERE IS NO DEBATE — AMERICANS SUPPORT GETTING TOUGH ON IMPAIRED DRIVERS

Impaired driving is no accident. Impaired drivers are reckless criminals that injure innocent victims every two minutes. Studies show that the majority of Americans consider driving impaired one of our nation's most important social issues, ahead of healthcare, poverty/hunger, racism and education. Nearly 97 percent of Americans view impaired driving by others as a major threat to themselves and their families. As a result, the majority of Americans support increased use of saturation patrols and checkpoints to ensure their safety.

YOU CAN STOP IMPAIRED DRIVING. HERE'S HOW...

You Drink & Drive. You Lose. provides the framework for a comprehensive impaired driving prevention program. Partners gain access to best practices and guidance on how to implement programs that extend beyond traditional efforts, emphasizing that there is no single solution to the national challenge.

Reducing the death toll to 11,000 by 2005 represents a national commitment from a variety



of partners. But to reach our goal we must begin at the community level. You're holding the keys to success. Your commitment to participate in the You Drink & Drive. You Lose. campaign is a pledge to make America's roadways and communities safer by intensifying efforts to fight impaired driving. By joining the national effort, you will have an opportunity to make a difference in your community by:

- Partnering with the media to raise awareness of the deadly consequences of impaired driving and motorcycling
- Building and expanding partnerships among local and state organizations and Safe Communities coalitions
- Organizing community support for criminal justice efforts
- Enforcing existing laws through active enforcement programs
- Working with youth safety organizations to stop underage drinking and impaired driving

THE YOU DRINK & DRIVE. YOU LOSE. CAMPAIGN GUIDEBOOK

The campaign has created a guidebook to provide partners with step-by-step suggestions on planning and coordinating highly visible campaign activities

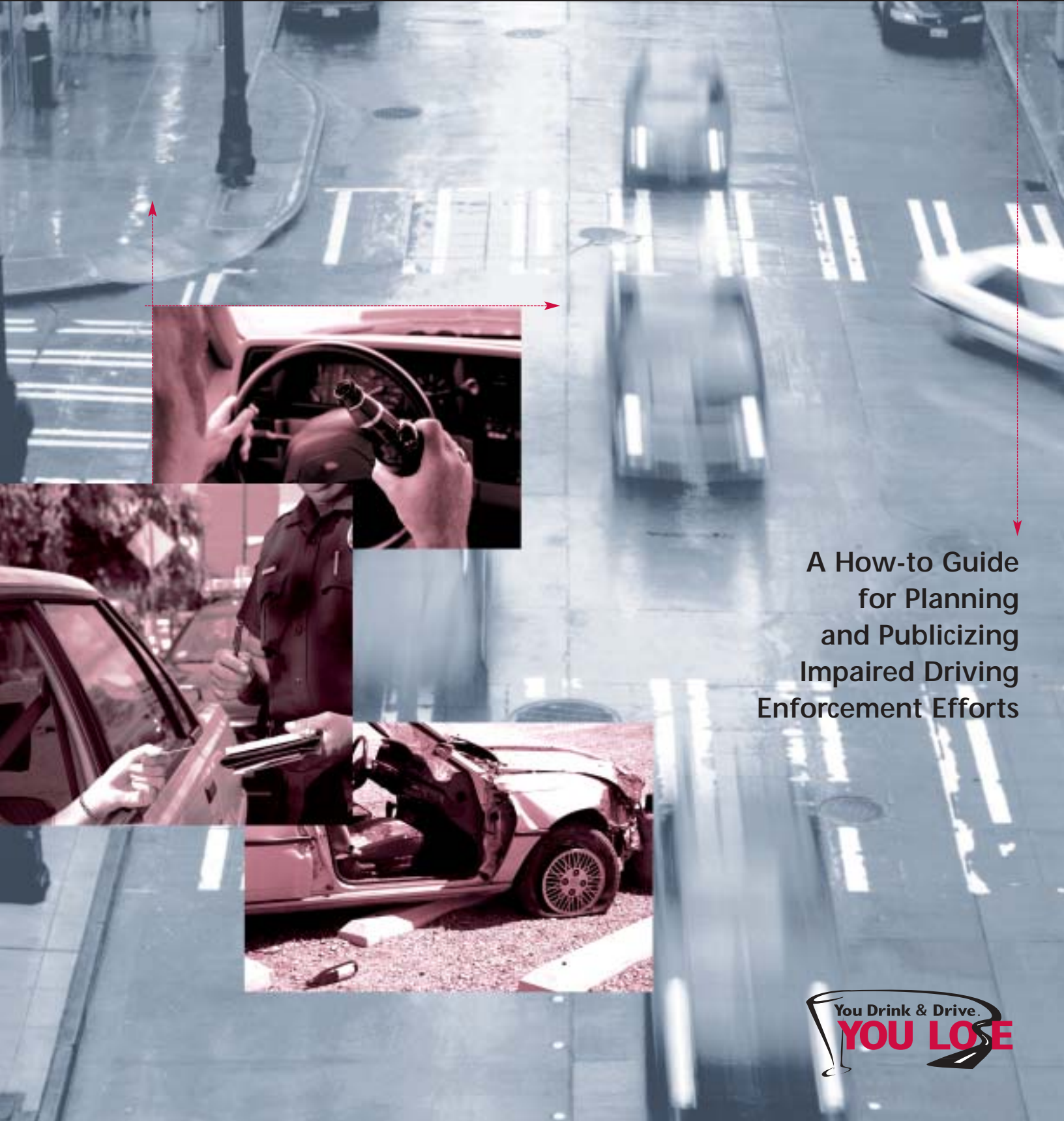
like saturation patrols and sobriety checkpoints and address issues like site selection, warning devices (such as signage), detection techniques, arrest holding areas and chemical testing logistics. The Guidebook, updated periodically, is for use year-round and contains sections on *Building Partnerships, Publicity and Promotions, Timelines, Available Resources and Training Courses*. It also contains samples for proclamations, letters of support, checklist for conducting town hall meetings, evaluation questionnaires, and provides case law summaries and facts sheets.

NEW MATERIALS ARE AVAILABLE FOR EACH MOBILIZATION

For every Fourth of July and December mobilization, criminal justice and traffic safety partners are provided new media toolkit supplements. Each new media toolkit provides suggestions on news hooks and sample press releases, Op Ed articles, talking points and contains posters, artwork, logo sheets and fact sheets.

For more information on impaired driving and resources to help you in your efforts, visit the NHTSA web site at www.nhtsa.dot.gov.

Saturation Patrols & Sobriety Checkpoints



A How-to Guide
for Planning
and Publicizing
Impaired Driving
Enforcement Efforts



You Drink & Drive. You Lose. **America's New Impaired Driving Campaign**

Impaired driving is no accident. It is a violent crime that kills.

Every 30 minutes someone in America dies because of an impaired driver.

Every two minutes someone is injured.

You, your family or your friends could be next.

In December 1999, the National Highway Traffic Safety Administration (NHTSA) launched ***You Drink & Drive. You Lose.*** a national comprehensive impaired driving campaign. In cooperation with its national partners including Operation C.A.R.E., the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives and the National Association of Governors' Highway Safety Representatives, the ***You Drink & Drive. You Lose.*** campaign provides law enforcement agencies and community-based advocacy groups with tools to help fight impaired driving and, in the process, reach the national goal of reducing impaired driving fatalities to no more than 11,000 by the year 2005.

As part of the campaign launch, ***You Drink & Drive. You Lose.*** released its Law Enforcement Action Kit, designed to assist law enforcement officials with their impaired driving prevention and enforcement efforts. This Guide is the second installment of the ***Law Enforcement Action Kit.*** To obtain a copy of the Kit, please visit NHTSA's web site at www.nhtsa.dot.gov or complete the order form located in the Resources section of this booklet.

Reducing the death toll to 11,000 represents a national commitment. But to reach our goal, we must begin at the community level. You're holding the keys to success. And your commitment to participate in ***You Drink & Drive. You Lose.*** is a pledge to make America's roadways and communities safer by intensifying comprehensive efforts against impaired driving.

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Contents of booklet's back pocket

Bounce back card
One printed poster
Media Outreach Tools
Camera ready art for print PSA
Camera ready art for hand-out flier
Camera ready logo sheet





INTRODUCTION

Reducing alcohol- and drug-related traffic fatalities is one of the National Highway Traffic Safety Administration's (NHTSA) top priorities. To meet the formidable challenge of reducing impaired driving deaths to no more than 11,000 by the year 2005, NHTSA launched the *You Drink & Drive. You Lose.* campaign.

You Drink & Drive. You Lose. was developed as the voice of an energized national partnership aimed at intensifying the fight against impaired driving. NHTSA's law enforcement partners include the International Association of Chiefs of Police (IACP), the National Sheriffs' Association (NSA), the National Organization of Black Law Enforcement Executives (NOBLE), and Operation C.A.R.E. (Combined Accident Reduction Effort).

More recently, NHTSA joined forces with Mothers Against Drunk Driving (MADD) and Nationwide Insurance to heighten public awareness of sobriety checkpoints and saturation patrols planned as a part of National Sobriety Checkpoint Week during the Fourth of July holiday.

The Message is Clear

The campaign's message is a simple one: Make the right choice — don't drive after drinking alcohol or using drugs. Yet we know that every year thousands of Americans continue to make the wrong decision.

You Drink & Drive. You Lose. provides the framework for a comprehensive impaired driving prevention program. Partners gain access to best practices and guidance on how to implement programs that extend beyond traditional efforts, emphasizing that there is no single solution to this national challenge.

You Can Stop Impaired Driving. Here's How...

Impaired driving crashes are preventable. Your pledge to participate is crucial to the success of the *You Drink & Drive. You Lose.* campaign.

Your participation will help make the streets safer. You can educate the public and encourage responsible decision-making. And if you are involved with youth programs, your influence can be particularly effective in stopping the problem of underage drinking and impaired driving before it starts. By joining the *You Drink & Drive. You Lose.* campaign, you will have an opportunity to make a difference in your community by:

- Partnering with the media to raise awareness of the deadly consequences of impaired driving and motorcycling
- Building and expanding partnerships among local and state organizations and Safe Communities coalitions
- Organizing community support for law enforcement's efforts and
- Enforcing existing laws through active enforcement programs.

Reducing the death toll to 11,000 by 2005 represents a national commitment from a variety of partners. But to reach our goal, we must begin at the community level. You're holding the keys to success. And your commitment to participate in the *You Drink & Drive. You Lose.* campaign is a pledge to make America's roadways and communities safer by intensifying efforts to fight impaired driving.

Future Mobilizations

Impaired driving enforcement mobilizations are conducted by national law enforcement two times each year, usually in July and December. Why mobilize? Because it works. Conducting saturation patrols and sobriety checkpoints are proven strategies that reduce impaired driving. A national wave of highly visible enforcement from small towns to major metropolitan areas, combined with unified public information, puts offenders on notice that their actions are not only serious, but also criminal.

Whether you are in law enforcement or involved in community advocacy, you can help by turning up the volume about impaired driving and encouraging others to act responsibly.

New Materials Are Available to Help...

This booklet is the second installment in the *You Drink & Drive. You Lose. Law Enforcement Action Kit*. It is designed to assist you in planning and publicizing sobriety checkpoints and saturation patrols. It also provides helpful tips for building partnerships and working with local media to promote your efforts and lifesaving messages.

By providing these tools, NHTSA and the *You Drink & Drive. You Lose.* partners hope to make each community program a success and prove the "11,000 by 2005" goal achievable. By working together we can save lives...because when *You Drink & Drive. You Lose.*

For more information on impaired driving and resources to help you in your efforts, please refer to the available materials and partnership sections of this booklet, or visit the NHTSA World Wide Web site at www.nhtsa.dot.gov

How To Guide

UNDERSTANDING THE PROBLEM

Drunk and drugged driving affects one in three Americans during their lifetime. The probability of being injured or killed in an impaired driving crash is still unacceptably high.



THE ROAD TO SUCCESS

The good news is that alcohol and drug-related traffic fatalities are at an all-time low. The bad news is that impaired driving fatalities account for 38 percent of all motor vehicle deaths. That's one person killed every 33 minutes and one person injured every two minutes. We've come a long way in the battle against impaired driving, but it continues to be one of the most serious national problems.

Our road to success has been a long, steady climb. By working together in national, state and local partnerships, the number of impaired driving incidents has declined. Campaigns such as *You Drink & Drive. You Lose.* provide a voice for Americans who wish to end the violent criminal act of impaired driving. Targeting high-risk populations such as 21- to 34-year olds, people with high Blood Alcohol Concentration (BAC) and repeat offenders, and underage drinkers between the ages of 15 and 20, the *You Drink & Drive. You Lose.* campaign offers communities a framework to support current state and local impaired driving and underage drinking programs.

Working with the National Organizations for Youth Safety, which represents over 40 youth oriented safety groups, NHTSA created a ground-breaking new program called *Zero Tolerance Means Zero Chances*. The campaign is about making sure that drivers under 21 know they will face severe penalties if they are caught drinking and driving impaired. If drivers under 21 possess a Blood Alcohol Concentration (BAC) level over .00, .01 or .02, depending on the state, they may be found guilty of impaired driving.

Through the *You Drink & Drive. You Lose.* campaign and support from partners, we hope to reach the national goal of no more than 11,000 deaths by the year 2005. To reach this goal, campaign partners and law enforcement officials must reach out to communities with this life-saving message, *You Drink & Drive. You Lose.* Partners include the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, Operation C.A.R.E., the National Association of Governors' Highway Safety Representatives, Mothers Against Drunk Driving, Nationwide Insurance, and Safe Communities. We are continuing to work with other groups in health, education, the judicial system and businesses to expand the partner base.

As we forge ahead, the solution to our nation's impaired driving problem will come from leveraging partnerships more effectively at the local level. Community-based partnerships, along with increased enforcement, are the key to winning the battle against impaired driving. Among the many methods of enforcement, two of the most effective tools for law enforcement agencies are sobriety checkpoints and saturation patrols.

The Difference Between Sobriety Checkpoints and Saturation Patrols

What are sobriety checkpoints?

At sobriety checkpoints, law enforcement officials evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence, such as every other vehicle or every fourth, fifth or sixth vehicle. The frequency with which vehicles are stopped depends on the personnel available to staff the checkpoint and traffic conditions.

What are saturation patrols?

Saturation patrols involve an increased enforcement effort, targeting a specific area, to identify and arrest the impaired driver. Multiple agencies often combine and concentrate their resources to conduct saturation patrols.



SOBRIETY CHECKPOINTS AND SATURATION PATROLS

In communities across the United States, only one arrest is made for every 772 impaired driving trips. Law enforcement resources must be used efficiently and effectively in order to reduce impaired driving. Saturation patrols and sobriety checkpoints act as deterrents to drivers who drink or use drugs and remind the general public that impaired driving is a crime. Checkpoints and patrols increase the perceived risk of arrest if they are adequately publicized.

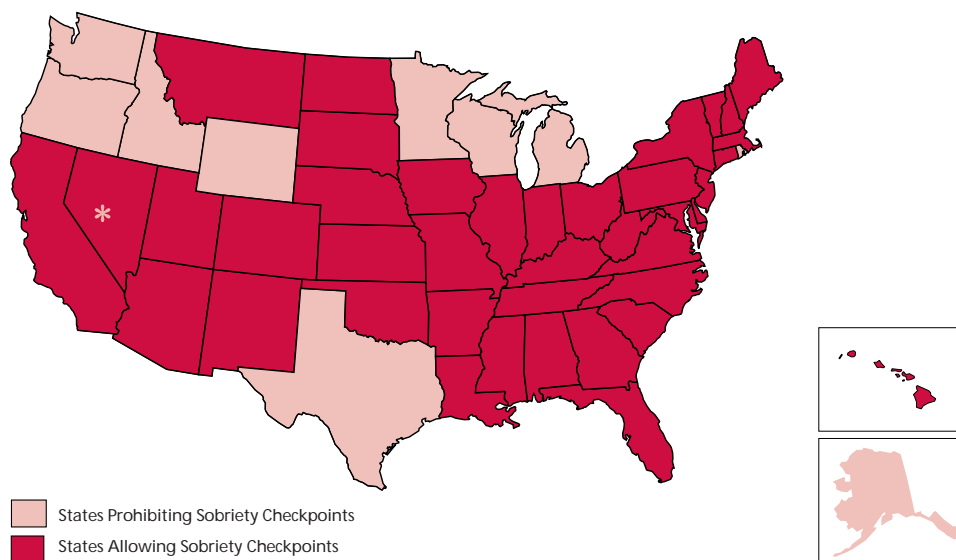
Are Sobriety Checkpoints Legal?

The U.S. Supreme Court upheld the constitutionality of sobriety checkpoints in 1990. If conducted properly, sobriety checkpoints do not constitute illegal search and seizure in most states. The U.S. Supreme Court decision held that the interest in reducing alcohol-impaired driving was sufficient to justify the brief intrusion of a properly conducted sobriety checkpoint.

Most states allow sobriety checkpoints. Many states set their own guidelines to supplement the federal rules. For example, many states require advance notice of the checkpoint to the public. A few states require the production of police studies showing why a checkpoint location is selected. One state requires police to obtain a Superior Court order before the checkpoint may be conducted. A list of states that permit sobriety checkpoints, and the case law or legislation allowing them, appears on page 12.

If a checkpoint complies with the federal requirements, it does not violate the United States Constitution. Most states have decided the issue under their own constitutions as well.

In states where sobriety checkpoints are prohibited, the reasons vary as to why they aren't allowed. Eleven states currently prohibit any type of sobriety checkpoint. The map below illustrates states that do and do not permit sobriety checkpoints.



* The issue has not been addressed directly, but Nev. Rev. Stat. Ann. §484.359 allows for administrative roadblocks. They are defined as stops conducted for lawful purposes, other than identifying the occupants or emergency. (Source: NHTSA 1999)



HOW-TO GUIDE FOR CONDUCTING SOBRIETY CHECKPOINTS

This *How-to Guide* can help you plan your impaired driving enforcement activities. It describes operational procedures that may help ensure that sobriety checkpoints are conducted legally, effectively and safely. These points are consistent with those specified in court decisions, including the U.S. Supreme Court ruling in *Michigan v. Sitz* that upholds the constitutionality of sobriety checkpoints.

Guidelines are provided below for effectively implementing either a full-scale sobriety checkpoint or a scaled-back sobriety checkpoint for agencies with limited resources. However, it is your responsibility to verify that these guidelines meet your state's requirements.

Full-Scale Sobriety Checkpoint Tips

The difference between full- and small-scale sobriety checkpoints is generally defined by staffing levels, human resources or personnel. A full-scale effort might use 10 to 12 officers or more.

Law enforcement agencies should assign a sworn, uniformed officer to supervise the planning of a sobriety checkpoint. This officer needs to be highly knowledgeable of your state's sobriety checkpoint rules and regulations, as he or she will be responsible for the overall operation and staffing of the activity.

Small-Scale Sobriety Checkpoint Tips

Sobriety checkpoints can be labor intensive, but some agencies may have too few personnel to staff a full-scale checkpoint. Small-scale checkpoints are operated under the same guidelines as larger-scale programs, while using only three to five officers, plus a cadre of volunteers.

For these smaller operations, duties should be delegated to all personnel assigned to staff the checkpoint. Uniformed officers must be present to conduct impaired driver evaluations, and to make arrests when necessary. Volunteers are needed to assist with any additional duties or needs that may arise. As with all sobriety checkpoints, the safety and convenience of motorists and law enforcement personnel are priorities.

A timeline appears in *Section IV: Timelines* to help you with your planning.

Enlist Prosecutorial and Judicial Support

- The expertise of a prosecuting attorney (district attorney, attorney general, etc.) should be an integral part of the sobriety checkpoint planning process. Once enlisted, the prosecutor can advise you on legally acceptable procedures in planning and operating a sobriety checkpoint in your community.
- A prosecutor can also help to identify legally mandated requirements and the types of evidential information that will be needed to prosecute cases that arise from checkpoint apprehensions.
- The jurisdiction's presiding judge should be informed of the proposed checkpoints and procedures if the judiciary is to accept their use.
- The judge can also provide insight on what steps are required to effectively adjudicate cases.

Review Existing Laws and Departmental Policy

- Plan sobriety checkpoints far in advance to ensure that the checkpoint meets legal requirements.
- An unregulated sobriety checkpoint can potentially be ruled unconstitutional or illegal in your state's courts.
- Deviating from established, acceptable procedures has been used as evidence against law enforcement officials in court.

Operational Briefings

- A sobriety checkpoint must be run smoothly to be effective. A sobriety checkpoint's success depends upon a collaborative, organized effort from everyone involved.
- All law enforcement officials and sobriety checkpoint personnel should be well versed in all standard procedures and operations.
- Brief all assigned staff and volunteers on the procedures, and make sure they are prepared for their roles at the checkpoints.

Contingency Planning

- Agencies should prepare alternative plans to deal with inclement weather, traffic congestion, road construction or other traffic safety issues.
- Federal, state and local jurisdictions may require full documentation of any deviation from the predetermined plan.

Site Selection

- Identify locations with a high incidence of impaired driving related crashes or fatalities.
- When selecting a site for a sobriety checkpoint, the safety of the general public is the top priority.
- Conduct the checkpoint with the least amount of inconvenience and intrusion to the motorist.
- Consider the safety of your officers and volunteers when selecting a site. Visibility is an important factor.
- Take into account the traffic volume, single-vehicle collision history and impaired driving arrest history of a particular stretch of road before choosing it as a site.
- Choose several stretches of roadway as potential locations for sobriety checkpoints.
- A sobriety checkpoint's effect on traffic flow should be measured before committing to a location. To determine a roadway's potential traffic build-up, estimate the time necessary to conduct a single motorist interview. Multiply the time by the number of available officers and divide by the average number of vehicles that can be expected at that location during the checkpoint.
- If it is not practical to check every passing vehicle, the method used to determine which vehicles are stopped must appear in the administrative order authorizing the use of sobriety checkpoints, depending on your state's laws.
- Select a site with ample shoulder space for detained motorists and vehicles, as well as room for potential traffic "back-up" and officers and volunteers

Sufficient Warning Devices

- Make sure that the sobriety checkpoint is visible from a far distance so that motorists have time to stop safely. Electronic warning signs, law enforcement vehicles and flares can provide sufficient warning to motorists.



- Programmable warning signs, flares, fuses, and safety cones or similar devices should be used in combination with marked patrol vehicles with warning lights flashing.
- Plan sufficient roadway illumination and lighting necessary for officer and motorist safety. Portable lighting may be used if permanent lighting is not available.
- Activate flashing warning lights on marked patrol vehicles parked near the checkpoint.
- Be sure that traffic-warning devices comply with federal, state or local transportation codes.
- Warning devices should comply with the Manual of Uniform Traffic Control Devices (MUTCD).

Visible Police Authority

- The purpose of a sobriety checkpoint is not to frighten motorists, but to make them feel reassured and safe.
- The presence of uniformed officers and marked vehicles is very important — they confirm the legitimacy of the activity and ease the intrusion on motorists.

Detection and Investigation Techniques

- Without proper training, the sobriety checkpoint will not yield the desired result — a reduction in impaired driving.
- Law enforcement officials assigned to sobriety checkpoints need to be properly trained in detection of impaired drivers.
- Officers assigned to sobriety checkpoints should be fully trained in DWI Detection and the battery of Standardized Field Sobriety Tests (SFST). NHTSA has a SFST training course available for law enforcement officers. Please contact your state highway safety office or NHTSA regional office.

- A Passive Alcohol Sensor may be used to detect the presence of alcohol in a suspected motorist. These devices use alcohol-specific fuel cells and air pumps to sample ambient air near the mouth of drivers who do not actively have to participate. When it records alcohol, the results are only approximate; that is, the device provides information on the presence but not the amount of alcohol.
- Motorists suspected of impaired driving should be directed to move their vehicle from the lane of traffic to a pre-determined holding area.
- If the motorist appears impaired, a volunteer or an officer should move the vehicle.
- Officers should ask non-incriminating, divided-attention questions (i.e., requesting drivers license and registration) and follow with the SFST battery of tests (including the Horizontal Gaze Nystagmus, the Walk-and-Turn test and the One-Leg Stand test).
- Once the SFST is completed, a portable breath testing device should be administered (if allowed in your jurisdiction).
- If the officer suspects the subject is impaired by substances other than alcohol (meaning that the suspect registers a low BAC but appears impaired), a Drug Recognition Expert (DRE) should be called in to assist.
- If a DRE is not available, the officer should proceed with normal departmental procedures regarding drug-impaired drivers.

Chemical Testing Logistics

- Because of the nature of the activity, authorities should make available evidential chemical testing or transportation to such facilities
- Some form of chemical test must be included.

Public Information and Education

- Invite the media to cover the checkpoint or a training session in preparation for it. For more information on working with the media, refer to *Section III: Publicity and Promotion*.
- To effectively educate the public regarding sobriety checkpoints, law enforcement agencies need to promote them with confidence.
- Sobriety checkpoints can also be an opportunity to educate the motoring public about impaired driving, speeding, child restraint and seat belt usage (if time and state laws allow it).
- Because only a small percentage of the driving population is affected, most people will only know about sobriety checkpoints through word-of-mouth or media reports.
- Pamphlets, flyers and other promotional materials may be distributed to passing vehicles. A camera-ready flyer is located in the back pocket of this Booklet. You can make as many copies as you need. Or you can enlist a local sponsor to reproduce copies for you. Offer to place the sponsor's logo on the flier in exchange for their donation.
- Invite prosecutors and judges to a checkpoint.

Data Collection and Evaluation

- Public reaction to sobriety checkpoints should be measured thoroughly.
- Drivers and riders passing through the checkpoint should be given the opportunity to evaluate it via a brief questionnaire, which can be handed out to motorists and mailed back to the law enforcement agency.

Sample Sobriety Checkpoint Questionnaire to the Public

Help your local law enforcement refine their efforts to halt impaired driving! (Fill out the following questionnaire and drop it in the mail to [YOUR DEPARTMENT'S ADDRESS].)

Is this the first sobriety checkpoint that you have encountered?

- ☐ Yes, this is the first checkpoint I have ever encountered.
- ☐ No. If no, where and when was the previous checkpoint? _____

Did you hear about the Sobriety Checkpoint in advance?

- ☐ Yes ☐ No

If yes, where did you hear about the Checkpoint?

- ☐ Television ☐ Radio
- ☐ Newspaper ☐ Friend
- ☐ Community Group/Church Group
- ☐ Other (please specify) _____

Approximately how long did you have to wait in line before you passed through the checkpoint?

- ☐ Less than a minute ☐ 1-3 minutes
- ☐ 4-6 minutes ☐ 7-10 minutes
- ☐ More than 10 minutes

[ENTER LOCAL IMPAIRED DRIVING STATISTICS] occur each year in our community. Do you feel that the wait time you experienced at the checkpoint was worth it make our roads safer?

- ☐ Yes, the inconvenience is worth it to make sure our streets are safe
- ☐ No

Do you have any other comments or suggestions?

Be sure to include your agency's address on the reverse side of the questionnaire.

HOW-TO GUIDE FOR CONDUCTING SATURATION PATROLS

As with sobriety checkpoints, effective saturation patrols require careful planning. For enforcement agencies conducting their first saturation patrol, it is recommended to begin with a small-scale enforcement project. Eventually, larger enforcement projects can be explored as experience is gained. But whether the saturation patrol is large-scale or narrowly focused, there is one important key for success: the solicitation of ideas from participating coordinators. By sharing ideas, suggestions and solutions, program participants can sustain a high level of motivation and assist in streamlining the overall operation of the saturation patrol.

Consider these areas when planning a saturation patrol:

Enlist Prosecutors/Judges

- Notify local prosecuting attorney(s) regarding plans to conduct a saturation patrol.
- Alert area courts, juvenile, and jail authorities about your plans so that additional staff can be assigned, if necessary.
- Invite these offices to help plan the saturation patrols.
- Ask these offices for ideas to streamline the arrest and booking procedures for individuals detained as a result of the patrol.

Jurisdiction Review and Mutual Aid

- Consider jurisdiction issues and boundaries for saturation patrols involving multiple law enforcement agencies. Provide court boundary maps to each participating officer.
- Specify geographic area for saturation patrol. Saturation patrols cover a broader area than checkpoints.
- Consult Mutual Aid Agreements drafted to support these activities.

Operational Considerations

- Establish a command post to coordinate operations and process suspects.
- Possible command posts include police facilities, churches or public buildings. Mobile Processing Units can be used to house operations.
- Saturation patrols are perfectly legal if held under rules governing regular patrols but they focus on impaired driving.
- Warning devices are not required for saturation patrols.

- Construct a testing or detention facility to hold and process impaired driving suspects. The detention facility should be highly visible to media, easily accessible for processing suspects and large enough to stock necessary supplies.
- If needed, enlist the aid of volunteers to facilitate operations such as hospitality or administrative matters.
- Brief all participating personnel regarding proper procedures at the beginning of every saturation patrol.
- If available, incorporate the assistance of Reserve or Auxiliary Officers to assist with saturation patrols.

Consult State Departments of Alcohol Beverage Control

- Consult your state's department of Alcohol Beverage Control (ABC) for insight about locations prone to high alcohol consumption and impaired driving incidents.
- ABC may also provide information on underage impaired driving enforcement.

Appoint a Public Information Officer

- A knowledgeable Public Information Officer should be appointed to work with the media.
- Determine which materials should be distributed to the public and to violators.
- The overall effectiveness of a saturation patrol is greatly enhanced by increased publicity. A saturation patrol's success is largely determined by the number of drivers who are deterred from getting behind the wheel after drinking or taking drugs.



Detecting Impaired Driving and Riding

For motorists, these visual cues are presented in four categories:

- Problems in maintaining proper lane position
- Speed and braking problems
- Vigilance problems
- Judgment problems

For motorcyclists, some visual cues are:

- Drifting during a turn or curve
- Trouble with dismounting
- Trouble with balance at a stop
- Turning problems
- Acting inattentive to surroundings
- Inappropriate/unusual behavior

For more information on detection cues, please order *The Visual Detection of DWI Motorists* and *The Detection of DWI Motorcyclists* at NHTSA's web site at www.nhtsa.dot.gov or by faxing the order form on page 60.

- The Public Information Officer may employ the assistance of volunteers for distribution of media materials.
- Actively publicize the saturation patrol. Publicity tips are located in *Section III*.

Funding

- The majority of costs incurred from planning and conducting a saturation patrol should not extend beyond normal salary and benefits associated with daily law enforcement operations.
- Large jurisdictions may plan and operate saturation patrols independently; however, smaller agencies and jurisdictions can partner with other local or state law enforcement agencies to conduct a multi-jurisdictional saturation patrol.
- Other funding options may be explored as the saturation patrol program develops, such as the State Highway Safety Offices, foundations, other traffic safety groups and the private sector.

Training

- Verify that participating officers are skilled in visual detection cues for impaired drivers and motorcycle riders.
- Officers assigned to the patrol should fully understand SFST and be trained in D.U.I. detection.
- Officers serving as DREs should be present during saturation patrols. Information regarding SFST and the Drug Evaluation and Classification Program is available through State Highway Safety Offices, NHTSA Regional Offices and the IACP.
- Reinforce to law enforcement the fact that impaired driving is a violent crime that kills, and that communities want saturation patrols because they make citizens feel safer.
- Remember that it costs more to prosecute a repeat offender than to prosecute a murderer.

Crime Lab Technicians

- Notify employees involved with chemical testing procedures of a potential increase in breath testing and instrument calibrations.
- Alert lab personnel regarding a potential increase in blood and urine samples submitted for alcohol and drug analysis.

Support Resources

- Display reflective placards identifying the enforcement project. Placards can be placed on the sides of patrol vehicles and processing centers.
- Placards increase the public perception of the risks associated with driving while impaired.

Warrant Service

- Assign officers to the enforcement and execution of outstanding warrants for alcohol- and drug-related offenses.

Consider Youth Enforcement

- Youth are involved in alcohol-related crashes at a much higher rate than drivers over 21. Law enforcement officials should target underage impaired drivers on nights when the majority of these crashes occur.

Seat Belt Enforcement

- Seat belt usage generally increases when enforced as part of saturation patrol activities.
- Use this strategy to help generate media interest in saturation patrols and public safety activities.

Departmental Reports and Documentation

- Ensure that proper paperwork is correctly routed to the assigned prosecuting attorney and court.

Evaluation

- Conduct a debriefing at the conclusion of each saturation patrol operation. The debriefing should include all personnel involved in the operation, such as patrol officers, supervisors, administrative personnel, media relations representatives, communications officers, jail staff and transportation officers.
- Collect data regarding the number of agencies involved, number of patrol cars, and the number of arrests made and the type of arrests.
- Review enforcement and prosecution statistics, media and public responses, and a critique of entire operation.
- Evaluate planning phases, site selection and securing of the command post for overall effectiveness. Solicit ideas and suggestions from all operation personnel.
- Prepare a final report following the debriefing. Summarize all recommendations for improvement of future operations.

Recommended Questions for Administrative Review of Saturation Patrol Operations

- 1) Did the patrol effort address the stated problem?
- 2) Were the stated goals and objectives met?
- 3) Were the personnel, equipment and other resources devoted to the program adequate?
- 4) Did media coverage meet expectations?
- 5) Were all participating agencies adequately prepared and equipped for the patrol effort?
- 6) What was the public's perception of the event? Was public awareness of the problem of impaired driving in the community raised?
- 7) Was the expenditure of resources worth the results? Remember, more than just arrest numbers should be examined. Factors such as public perception, morale of participants, among others, should be considered.
- 8) If future saturation patrols are to be undertaken, what operational and policy improvements need to be made? Commanders should address issues such as expanding the program to include other agencies, or including additional operational units to further address the problem of the impaired driver.

STATUS OF SOBRIETY CHECKPOINT LEGALITY

State	Permits Sobriety Check-points?	Case Law or Legislation Governing Checkpoints	State	Permits Sobriety Check-points?	Case Law or Legislation Governing Checkpoints
Alabama	Yes	515 So.2d 149 (Ala Cr. 1987)	Minnesota	No	519 N.W.2d 183 (Minn. 1994)
Alaska	No	No statutory provision or case law decision.	Mississippi	Yes	The issue had not been addressed directly, but see 506 So.2d 254 (1987), holding that police may stop a vehicle which evades a road-block. See also 150 So.2d 512 (1963), upholding license checks.
Arizona	Yes	691 P.2d 1073 (Ariz. 1984)	Missouri	Yes	755 S.W.2d 624 (Mo. App. 1988)
Arkansas	Yes	827 S.W.2d 157 (Ark. 1992)	Montana	Yes	"Safety spot checks" are authorized by Mont. Code Ann. §§46-5502. The statute authorizes checks for licenses, registration, insurance, and identification ³ .
California	Yes	743 P.2d 1299 (Cal. 1987)	Nebraska	Yes	383 N.W.2d 461 (Neb.1986). Checkpoints may be allowed if proper standards are followed
Colorado	Yes	803 P.2d 483 (Colo. 1990)	Nevada	Yes	This issue has not been addressed directly, but Nev. Rev. Stat. Ann. §484.359 allows for administrative roadblocks. They are defined as stops conducted for lawful purposes, other than identifying the occupants or emergency.
Connecticut	Yes	671 A.2d 834 (Conn.App.CT. 1996)	New Hampshire	Yes	N.H. Rev. Stat. Ann. §265:1-a. Though originally held to be unconstitutional, the Justices subsequently issued an opinion endorsing checkpoints. They are valid under the state constitution only with superior court order.
Delaware	Yes	See 621 A.2d 804 (Del. Super Ct. 1992). ¹ The courts have not directly upheld their constitutionality under the state constitution.	New Jersey	Yes	567 A.2d 277 (N.J. Super. 1989)
District of Columbia	Yes	See 629 A.2d 1 (D.C. 1993) ²	New Mexico	Yes	735 P.2d 1161 (N.M. App. 1987); 908 P.2d 756 (N.M. App. 1995). They are generally valid under the state constitution, but the facts of each roadblock must be examined.
Florida	Yes	483 So.2d 433 (Fla. 1985)	New York	Yes	473 N.E.2d 1 (N.Y. 1984)
Georgia	Yes	318 S.E.2d 693 (Ga. App. Ct. 1984)			
Hawaii	Yes	H.R.S. §§286-162.5, 286-162.6			
Idaho	No	756 P.2d 1057 (Idaho 1988)			
Illinois	Yes	486 N.E.2d 880 (Ill. 1985)			
Indiana	Yes	500 N.E.2d 158 (Ind. 1986)			
Iowa	No	According to Chapter 312K			
Kansas	Yes	673 P.2d 1174 (Kan. 1983)			
Kentucky	Yes	660 S.W.2d 677 (Ky. 1984)			
Louisiana	Yes	764 So.2d 64 (La. 2000)			
Maine	Yes	551 A.2d 116 (Me. 1988)			
Maryland	Yes	479 A.2d 903 (Md. 1984)			
Massachusetts	Yes	521 N.E.2d 987 (Mass. 1988)			
Michigan	No	506 N.W.2d 209 (Mich. 1993)			

*Red - denotes state allows sobriety checkpoints

Black - denotes state does not allow sobriety checkpoints

State	Permits Sobriety Check-points?	Case Law or Legislation Governing Checkpoints
North Carolina	Yes	N.C. Gen. Stat. §20-16.3A. Roadblocks that comply with this statute have been held constitutional. ⁴
North Dakota	Yes	513 N.W.2d 373 (N.D. 1994)
Ohio	Yes	651 N.E.2d 46 (Ohio App. 10 Dist.1994)
Oklahoma	Yes	884 P.2d 1218 (Okla. App. 1994)
Oregon	No	743 P.2d 711 (Or. 1987)
Pennsylvania	Yes	535 A.2d 1035 (Pa. 1987)
Rhode Island	No	561 A.2d 1348 (R.I. 1989)
South Carolina	Yes	Follows federal guidelines outlined in Michigan v. Sitz, 486 U.S. 444(1990)
South Dakota	Yes	522 N.W.2d 196 (S.D. 1994)
Tennessee	Yes	1988 Tenn. Crim. App. LEXIS 725; 1995 Tenn. Crim. App. LEXIS 836. Valid under the state constitution if conducted properly.
Texas	No	887 S.W.2d (Tex. Crim. App. 1994). They are not permissible in Texas under the federal constitution only because Texas has no statutory scheme authorizing them. ⁵
Utah	Yes	
Vermont	Yes	496 A.2d 442 (Vt. 1985)
Virginia	Yes	337 S.E.2d 273 (Va. 1985)
Washington	No	755 P.2d 775 (Wash. 1988)
West Virginia	Yes	460 S.E.2d 48 (W.Va. 1995). They are constitutional when conducted with in predetermined guidelines.
Wisconsin	No	Wis. Stat. §349.02(2)(a) prohibits sobriety checkpoints.
Wyoming	No	Wyo. Stat. §7-17-101 et seq. ⁶

Footnotes

¹ According to the court, "Delaware has considered the constitutionality of DUI roadblocks and has found no per se Fourth Amendment violation... The stopping of a vehicle within the purview of a sobriety checkpoint remains a legitimate tool for the enforcement of laws prohibiting driving while under the influence."

² The court held that checking for impaired drivers is a lawful justification for a roadblock. It cited Michigan v. Sitz, 496 U.S. 444 (1990) as authority.

³ Note that the Highway Traffic Safety office indicated that the statute is used as authority for spot checks of safety belts as well as impaired driving.

⁴ See State v. Barnes, 472 S.E. 2d 784 (N.C. Ct. App.1996).

⁵ The court upheld that the federal constitution requires the legislature to enact constitutional guidelines before checkpoints may be conducted.

⁶ Since the statute defines only specific areas of authorized roadblocks, all others are foreclosed.

CRIME CRASH CLOCK



1 murder every
34 minutes

1 aggravated assault
every **35 seconds**

1 violent crime
every **22 seconds**

1 property crime
every **3 seconds**

1 crime every
3 seconds

1 alcohol-related
crash fatality every
33 minutes

1 fatality every
13 minutes

1 injury every
15 seconds

1 property damage
every **8 seconds**

1 crash every
5 seconds

Source: NHTSA Traffic Safety Facts, 1999
Uniform Crime Report, 1999 Department of Justice

Building Partnerships

BUILDING PARTNERSHIPS IN YOUR COMMUNITY



A KEY TO EFFECTIVE SOBRIETY CHECKPOINTS AND SATURATION PATROLS

Community support is a key to conducting successful sobriety checkpoints and saturation patrols. If your department has already established partnerships then you understand the value of these alliances. If not, you can begin building partnerships with advocacy and health care groups, local businesses, schools, judges, prosecutors, and elected officials. Partners can help you get the message out that your community stands behind efforts to rid the streets and highways of impaired drivers.

Working With Community Outreach and Advocacy Groups

In most cases, community outreach and advocacy groups are primed and ready to assist law enforcement's efforts. MADD chapters have existing programs and publicity drives that you can capitalize on.

MADD may be able to supply you with a volunteer corps to help set up checkpoints or to distribute informational literature to the public during the *You Drink & Drive. You Lose.* mobilizations.

Another potential supply of volunteers can be found in SADD (Students Against Destructive Decisions) chapters. Most often found in high schools, SADD members are eager to support law enforcement efforts. They can also help make inroads educating their peers about the existence of zero tolerance laws and the consequences of underage drinking. Take the opportunity to partner with SADD chapters in your community and to take part in school activities. Encourage the involvement of youth advocacy groups. For a list of national youth organizations active on this issue, see the National Organizations for Youth Safety (NOYS) website at www.noys.com

You Drink & Drive. You Lose.

July 4th National Enforcement Mobilization

Every year NHTSA along with thousands of law enforcement agencies and traffic safety partners conduct the *You Drink & Drive. You Lose.* campaign National Enforcement Mobilization. Activities planned during the National Enforcement Mobilization are designed to increase awareness of the dangers of impaired driving, highlight the importance of sobriety checkpoints, encourage seat belt use, and most importantly save lives.

Tragically, the Fourth of July holiday is one of the most dangerous times for impaired driving because of the many celebrations taking place. The partnership encourages law enforcement officials to conduct highly publicized sobriety checkpoints and saturation patrols during the *You Drink & Drive. You Lose.* mobilization scheduled in July and December.

For more information on the mobilization, please see the fact sheet in The Publication and Promotion materials section, or visit NHTSA's web site at www.nhtsa.dot.gov

Neighborhood Watch groups are another example of a community-based group that is in place that can help support your efforts at sobriety checkpoints. These patrols can act as year-round patrols in their neighborhoods, alerting law enforcement to impaired driving incidents.

There are a number of other types of groups you can partner with including:

- Parent-teacher or parent-teacher-student organizations
- Recreational youth sports leagues
- Scouting troops
- Religious groups and
- Safe Communities coalitions.

Working with Judges and Prosecutors

By securing the support of local prosecutors and judges in advance, you can help ensure that they are prepared for any cases that may come as a result of these programs. They should be educated on the issues and shown the statistics on prevention, as well as encouraged to observe a checkpoint in person. Judges and prosecutors can make excellent spokes-people for your programs as well.

Working with Business and Professional Organizations

Beyond the community groups and the judicial system, law enforcement agencies should work to secure the support of local businesses for their efforts. Businesses can distribute information to their employees notifying them of sobriety checkpoints and saturation patrols. Talk to human resource managers within local companies about inviting an officer to speak with employees about the dangers of impaired driving and what is happening in the community to prevent it.

Professional organizations such as the Rotary, Kiwanis, or the Chamber of Commerce can also provide opportunities to educate the public on your efforts to curb impaired driving. Members of these groups are often opinion leaders within their communities. As partners, they can help distribute the message that when *You Drink & Drive. You Lose.* to their colleagues and to the press.

Consider contacting these groups as well:

- Local Chamber of Commerce
- Restaurants and bars
- Food and beverage retailers and
- Beverage distributors.



Get Your Law Enforcement Action Kit Today!

For additional information on how you can combat impaired driving in your community, refer to the *You Drink & Drive. You Lose.* Program Brochure and the Law Enforcement Action Kit. Both of these materials, available through NHTSA, are loaded with practical programs, success stories, and guidelines that can help your department combat impaired driving in your community. For ordering information, please see page 53 of this Booklet.

What is a “Safe Community”?

Everyone wants to live in a safe community, but what can we really do to help? NHTSA created Safe Community coalitions to focus on ways to make the places that we live safer through partnerships with ongoing community and law enforcement activities.

A Safe Community coalition promotes activities to solve local highway and traffic safety and other injury prevention programs. It uses a grassroots approach involving its citizens in key injury problems.

Coalition members can include citizens, law enforcement, public health, medical, injury prevention, education, business, civic and service groups, public works offices, and traffic safety advocates. Members help to identify their community's top safety problems and put together a plan to address these issues.

You can find out if there is a Safe Communities program in your area by contacting your regional NHTSA office, or visit NHTSA's Safe Communities site at www.nhtsa.dot.gov/safecommunities

Health Care Workers, Your Partners on the Front Line

Health care workers can be very effective speakers for your cause. Work with them to get the word out at speaking engagements, panels, and news conferences.

Public health, medical, and health care professionals often are among the first to see the consequences of an impaired driving crash. Partnering with local medical and public health professionals provides a means for them to promote positive messages and prevent the needless crashes to which they respond. Medical, public health and emergency service organizations for your mobilization may include:

- Local hospitals
- Fire departments
- Physicians and nurses
- Local health department
- Emergency medical service providers and
- Your local American Red Cross chapter.

SECURING SUPPORT FOR SOBRIETY CHECKPOINTS IN YOUR COMMUNITY

In order to make sure you have the full support of the community and government officials behind you, it is helpful to begin a dialogue in the public forum. Several ways of generating discussion in your area are town hall meetings, writing letters to the editor of your newspaper, and letter writing campaigns. The head of your agency should begin calling your local government officials to keep them advised of the upcoming events. It is best to start planning these strategies a few months ahead of your scheduled checkpoint or patrol.

Town Hall Meetings

Town hall meetings are a good way to engage the community in a discussion about impaired driving and the need for sobriety checkpoints. Open discussions, like town hall meetings, get the dialogue flowing in your community and help educate people about the dangers of impaired driving, as well as ways you are working to stop it. They can often be organized through existing networks, such as a local Safe Communities coalition.

Meet with your partners to form a task force to choose a date and discuss how you want to plan and publicize your town hall meeting. A suggested timeline is located in *Section IV: Timelines*.

The town hall meeting should feature a speakers panel. Generally, three to five speakers are enough. Each speaker should limit his or her comments to not more than five minutes. A panel could include any combination of the following:

- The Mayor
- A City Council member or County Commissioner
- The heads of law enforcement agencies in your area (Police, Sheriff, Highway Patrol)
- Local and state legislators
- A local judge who is supportive of checkpoints
- A representative of the prosecutor's office
- A member of the Chamber of Commerce
- A local Nationwide Insurance agent
- A high school or community drug and alcohol counselor
- The President or Executive Director of a local impaired driving prevention group (MADD, RID, Safe Communities)
- A local youth organization representative (SADD, MADD Youth In Action, PRIDE)
- A member of the health care community such as a nurse or physician
- A victim of an impaired driver

Next publicize your meeting date. Encourage the general public to attend. Have each partner invite their associates or members of their organization to make sure that there is a full audience. Partner with local media by inviting a reporter or TV anchor to moderate the meeting. Find out how to go about televising your town hall meeting on your local community or government access station. For tips on publicizing your meeting, please see *Section III: Publicity and Promotion*. On the day of the town hall meeting, distribute informational handouts (like the ones included in this Booklet) to the members of the audience and the press.

Sobriety Checkpoints: A Town Hall Meeting

[INSERT DATE]

AGENDA

7:00-7:05 pm

Host opens the town hall meeting and introduces each speaker

7:05-7:08 pm

Speaker #1

7:09-7:12 pm

Speaker #2

7:15-7:18 pm

Speaker #3

7:19-7:21 pm

Speaker #4

7:22-7:25 pm

Speaker #5

7:26-7:30 pm

Speech by local government official supporting sobriety checkpoints

7:31-7:45 pm

Questions from the audience

7:45-7:47 pm

Host thanks everyone for attending and officially closes town hall meeting

Speakers should be available for one-on-one interviews with members of the press following the event.



Letter Writing Campaigns

Another way to generate community support is to begin a letter writing campaign. You can start with a sample letter and distribute it to your partners. Encourage people to put their individual touch on the letter.

Getting letters to the editor printed in the paper is another way to generate discussions on sobriety checkpoints and saturation patrols in your community. Letters should be sent directly to the editor of your local newspaper or your group's newsletter. A sample letter appears on page 22 of this section.

Letter writing campaigns may also be directed at government officials. Sobriety checkpoints and saturation patrols are most effective when the force of the community and the law is behind them. In states where sobriety checkpoints are currently not allowed, a letter writing campaign can help your government officials understand their effectiveness. If checkpoints are allowed, urge government officials to observe or participate in them. If you are doing a saturation patrol, encourage government officials to ride along. The biggest impact a government official can have is to sponsor and support legislation advocating the effective use of sobriety checkpoints as a deterrent to impaired drivers.

It is best to begin the letter writing campaign at least two months before your town hall meeting is planned.

SAMPLE PROCLAMATION

WHEREAS: Each year drunk and drugged driving leads to one death every 33 minutes, one injury every two minutes and 1.5 million arrests nationally; and

WHEREAS: The National Highway Traffic Safety Administration (NHTSA) has created the *You Drink & Drive. You Lose.* campaign to address this public health and traffic safety problem; and

WHEREAS: NHTSA and its *You Drink & Drive. You Lose.* partners are working toward a goal of reducing impaired driving fatalities to a level of 11,000 by the year 2005; and

WHEREAS: The U.S. Supreme Court upheld the constitutionality of sobriety checkpoints in 1990; moreover the decision held that the interest in reducing alcohol-impaired driving was sufficient to justify the brief intrusion of a properly conducted sobriety checkpoint; and

WHEREAS: Sobriety checkpoints are proven to reduce impaired driving crashes both by removing impaired drivers from the road as well as deterring others from attempting to drive, and thereby lessen the hazards to innocent people; and

WHEREAS: The (ORGANIZATION) of (INSERT YOUR CITY/STATE/COUNTY NAME) considers its duty to protect our citizens from hazards such as impaired drivers of the highest priority; therefore be it

RESOLVED: That the (CITY/STATE/COUNTY) of (INSERT YOUR CITY/STATE/COUNTY NAME) hereby joins the *You Drink & Drive. You Lose.* campaign in proclaiming (INSERT DATES) to be (INSERT YOUR CITY/STATE/COUNTY NAME) Sobriety Checkpoint Week; and hereby proclaims support for the use of sobriety checkpoints as a valuable weapon in the battle against impaired driving.

(Governor/Mayor/City Council/County Commissioners)

Date

Sample Letter of Support

[DATE]
[TITLE AND NAME OF GOVERNMENT OFFICIAL]
[ADDRESS]
[CITY, STATE AND ZIP CODE]

Dear Hon. [NAME OF GOVERNMENT OFFICIAL]:

As a member of our community, I would like to take this opportunity to invite you to participate in an upcoming event.

Over the [INSERT HOLIDAY] weekend, [INSERT NAME OF YOUR ORGANIZATION HERE] is teaming with [INSERT PARTNERS] to set up sobriety checkpoints (or saturation patrols) in our local community to help stop this senseless tragedy. This enforcement period is part of *You Drink & Drive. You Lose* – an energized national partnership whose goal is to reduce the number of alcohol-related traffic fatalities to no more than 11,000 by the year 2005. [THE MOBILIZATION] is scheduled to take place [INSERT DATES].

In order to help achieve this goal we must redouble our efforts to stop impaired driving right here in [INSERT COMMUNITY NAME]. There were approximately [INSERT STATISTIC] alcohol and drug-related driving fatalities nationally in [INSERT YEAR], which includes [YOUR STATE OR LOCAL IMPAIRED DRIVING STATISTIC] that occurred right here in our community.

Sobriety checkpoints are proven deterrents for impaired drivers. Not only can sobriety checkpoints remove impaired drivers from the road at the checkpoint, but just the knowledge that law enforcement is out in full force can deter many from getting behind the wheel while they are impaired.

We ask that you to lend your support to the *You Drink & Drive. You Lose.* and [MOBILIZATION] by [CHOOSE speaking at/attending] our town hall meeting on [DATE] at [LOCATION]. The meeting starts at [TIME]. We will be initiating a community-wide discussion on ways to stop impaired driving. [LIST OTHER AGENDA ITEMS AS APPROPRIATE]. [INSERT PARTNERS HERE] will also be on hand.

If you are unable to [CHOOSE speak at/attend] the town hall meeting, I would like to request a letter emphasizing your position on the subject of impaired driving and stating your support for sobriety checkpoints and saturation patrols to be read to the audience.

Thank you for your continued efforts to make [COMMUNITY] a safe community. I look forward to hearing from you soon.

Sincerely,

[YOUR NAME HERE]
[YOUR TITLE HERE]
[YOUR ORGANIZATION]
[YOUR CONTACT INFORMATION]

NATIONAL PARTNERS

The National Highway Traffic Safety Administration has established solid relationships with several key law enforcement partners to sponsor the *You Drink & Drive. You Lose.* July mobilization. These partners include the International Association of Chiefs of Police, the National Sheriffs' Association, the National Organization of Black Law Enforcement Executives, and Operation C.A.R.E. (Combined Accident Reduction Effort), as well as the National Association of Governors' Highway Safety Representatives.

Beyond the national partners there are many other national organizations that are active in the fight against impaired driving. Many of the groups listed in this section have local chapters. If you are not sure that a local chapter is in your area, contact the national office. They will be able to let you know the chapter nearest you.

National Highway Traffic Safety Administration Traffic Safety Programs

400 7th Street, S.W., NTS-20
Washington, DC 20590
Phone: (202) 736-1647
Web site: www.nhtsa.dot.gov

International Association of Chiefs of Police

515 N. Washington St.
Alexandria, VA 22314-2357
Phone: (703) 836-6767 or (800) THE-IACP
Fax: (703) 836-4543
Web site: www.theiacp.org
E-mail: spiveyk@theiacp.org

National Sheriffs' Association

1450 Duke Street
Alexandria, Virginia 22314-3490
Phone: (703) 836-7827
Fax: (703) 683-6541
Web site: www.sheriffs.org
E-mail: nsamail@sheriffs.org

National Organization of Black Law Enforcement Executives

4609 Pinecrest Office Park Drive, Suite F
Alexandria, VA 22312-1442
Phone: (703) 658-1529
Fax: (703) 658-9479
Web site: www.noblenatl.org
E-mail: noble@noblenatl.org

Operation C.A.R.E.

c/o Iowa State Patrol
Wallace State Office Building
Des Moines, IA 50319
Phone: (515) 281-3392
Contact: Colonel Robert Alles

National Association of Governors' Highway Safety Representatives

750 First Street, NE, Suite 720
Washington, DC 20002-4241
Phone: (202) 789-0942
Fax: (202) 789-0946

Mothers Against Drunk Driving (MADD)

511 East John Carpenter Freeway #700
Irving, TX 75062
Phone: (214) 744-MADD (6233)
Fax: (972) 869-2206/2207
Web site: www.madd.org
Contact: Tresa Coe Hardt (x245) or Colleen Matthews (x267)
Resources: Information on MADD holiday awareness programs, including Designate a Driver and Tie One on for Safety; statistics and background information on impaired driving; contacts at state and local MADD chapters.

Nationwide Insurance

One Nationwide Plaza, 1-22-04
Columbus, Ohio 43215-2220
Phone: (614) 677-7768
Fax: (614) 249-0870
Website: www.nationwide.com
Email: chippam@nationwide.com
Contact: Michelle L. Chippas

Health Care Organizations

American Academy of Family Physicians

8880 Ward Parkway
Kansas City, Missouri 64114
Phone: (816) 333-9700
Fax: (816) 822-8857
Web Site: www.aafp.org
E-mail: fp@aafp.org
Resources: Publications involving advocacy for and education of patients.

American Ambulance Association

1255 Twenty-Third Street, NW
Washington, DC 20037-1174
Phone: (202) 452-8888
Fax: (202) 452-0005
Web site: www.the-AAA.org
E-mail: aaa911@the-aaa.org
Resources: Manuals and guidelines for traffic safety and ambulance standard practices.

American College of Emergency Physicians

P.O. Box 619911
Dallas, TX 75261-9911
Phone: (972) 550-0911 or (800) 798-1822
Fax: (800) 406-ACEP or (800) 406-2237
Web site: www.acep.org
E-mail: communications@acep.org
Resources: Fact sheets, brochures, talking points and other handouts concerning impaired and aggressive driving.

American Public Health Association

1015 15th Street, NW
Washington, DC 20005-2605
Phone: (202) 789-5600
Fax: (202) 789-5661
Web site: www.apha.org
E-mail: comments@apha.org
Resources: News and publications involving advocacy and scientific research information.

National Association of School Resource Officers

9912E Watermill Circle
Boyton Beach, FL 33437
(561) 738-0304
Contact: Terri Porter
E-mail: terre815@aol.com

American Trauma Society

8903 Presidential Parkway #512,
Upper Marlboro, MD 20772
Phone: (800) 556-7890 or (301) 420-4189
Fax: (301) 420-0617
Web site: www.amtrauma.org
E-mail: ats@amtrauma.org
Resources: Professional educational courses and institutional seminars.

Emergency Nurses CARE, Inc. (Cancel Alcohol-Related Emergencies)

205 South Whiting Street #403
Alexandria, VA 22304
Phone: (703) 370-4050
Fax: (703) 370-4005
Web site: www.ena.org
E-mail: encare@aol.com
Resources: Emergency healthcare professionals in 46 states who volunteer to present programs about underage alcohol use, impaired driving, and safety belt use.

International Association of Fire Chiefs (IAFC)

4025 Fair Ridge Drive
Fairfax, VA 22033-2868
Phone: (703) 273-0911
Fax: (703) 273-9363
Web site: www.iafc.org
E-mail: dirmic@iafc.org
Resources: Publications and advocacy materials for local fire and EMS officials.

National Association of EMS Physicians (NAEMSP)

P.O. Box 15945-281
Lenexa, KS 66285-5945
Phone: (913) 492-5858 or (800) 228-3677
Fax: (913) 541-0156
Web site: www.naemsp.org
E-mail: info-naemsp@aplleapro.com
Resources: Educational materials, conferences and other meetings concerning safe driving practices.

National Association of Emergency Medical Technicians (NAEMT)

408 Monroe Street
Clinton, MS 39056-4210
Phone: (800) 34-NAEMT or (601) 924-7744
Fax: (601) 924-7325
Web site: <http://199.173.28.151/public/default.htm>
E-mail: naemthq@aol.com
Resources: Educational software, graphics, policies and press releases.

Community and Advocacy Organizations

Citizens AgaiNst Drug Impaired Drivers (C.A.N.D.I.D.)

P.O. Box 170970
Milwaukee, WI 53217-8086
Phone: (414) 352-2043
Fax: (414) 352-7080
E-mail: candid@candid.org

Citizens for Reliable and Safe Highways (CRASH)

116 New Montgomery Street, Suite 501
San Francisco, CA 94105
Phone: (415) 777-3942
Fax: (415) 777-1950
Web site: www.trucksafety.org
E-mail: crashsf@aol.com
Resources: A variety of fact sheets and other public education materials about large vehicle operation and driving safety.

Join Together

441 Stuart Street
7th Floor
Boston, MA 02116
Phone: (617) 437-1500
Fax: (617) 437-9394
Web site: www.jointogether.org
E-mail: info@jointogether.org
Resources: Supports community-based efforts to reduce, prevent, and treat substance abuse across the nation. Offers reports, newsletters and community action toolkits; the National Leadership Fellows program; public policy panels; technical assistance and surveys.

Recording Artists, Actors and Athletes Against Drunk Driving (RADD)

4370 Tujunga Avenue, Suite 105
Studio City, CA 91604
Phone: (818) 752-7799
Fax: (818) 752-7742
Web site: www.radd.org
Contact: Erin Meluso
E-mail: radd1@aol.com
Resources: Top performers in the entertainment and sports world lend their resources to create "designated driver" PSAs for broadcasters in an effort to help stop impaired driving. RADD has copies of the 1998 PSAs CD (30 seconds each). While supplies last, cost is just \$4.00 each for shipping and handling. Request a RADD order form by faxing to (818) 752-7792.

Remove Intoxicated Drivers (RID-USA)

P.O. Box 520
Schenectady, NY 12301
Phone: (518) 372-0034
Fax: (518) 370-4917
Contact: Doris Aiken
Web site: www.crisny.org/not-for-profit/ridusa
E-mail: ridusa@crisny.org
Resources: Mailing of planners, bulletins, newsletters, and information booth distribution.

Safe Communities

NHTSA Region VI
819 Taylor Street
Room 8a38
Fort Worth, TX 76102-6177
Phone: (817) 978-3653
Fax: (817) 978-8339

Student/Youth Organizations

American School Health Association (ASHA)

18010 Fence Post Court
Gaithersburg, MD 20879
(301) 948-0686
Contact: Michelle Wright
E-mail: michelle02mhs@aol.com

BACCHUS and GAMMA Peer Education Network

P.O. Box 100430
Denver, CO 80250
Phone: (303) 871-0901
Fax: (303) 871-0907
Web site: www.bacchusgamma.org
E-mail: dhunter@du.edu
Contact: Drew Hunter
Resources: Impaired driving prevention program for college students; college student advocates are available to serve on community task forces.

National Interfraternity Conference

3901 West 86th Street, Suite 390
Indianapolis, IN 46268-1791
Phone: (317) 872-1112
Fax: (317) 872-1134
Contact: Matthew Holley, Director,
Alcohol Education Initiatives

National Organizations for Youth Safety (NOYS)

National Highway Traffic Safety Administration
Office of Communications and Outreach
Room 5119, NTS-22
400 Seventh Street, SW
Washington, DC 20590
Phone: 202-366-2696
Fax: 202-366-6916
Contact: Cheryl Neverman
E-mail: cneverman@nhtsa.dot.gov
Website: www.noys.org
Resources: NOYS has two publications: the "Speak Out and Make NOYS" advocacy training manual and the New Years Eve NOYS 2000 Party Planner with accompanying banner and poster. NOYS also provides training for these youth in many areas including public speaking, presentation skills, advocacy skills, etc.

RADDKids

4370 Tujunga Ave
Studio City, CA 92679
Phone: (949) 766-9166
Fax: (949) 766-9167
Contact: Bryton McClure
E-mail: raddkids@aol.com

Students Against Destructive Decisions, Inc. (SADD)

255 Main Street
P.O. Box 800
Marlboro, MA 01752
Phone: (508) 481-3568
Fax: (508) 481-5759
Web site: www.nat-sadd.org
Contact: MaryLou Vanzini (x2)
E-mail: marylou@nat-sadd.org
Resources: Information on SADD impaired driving prevention activities for young people.

Transportation and Highway Safety Organizations

AAA Foundation for Traffic Safety

1000 AAA Drive
Heathrow, FL 32746-5063
Phone: (407) 444-7000
Fax: (407) 444-7956
Web site: www.aaa.com
Contact: Kathy Morgan
Direct phone: (407) 444-7911
Resources: AAA is a not-for-profit federation of more than 1,000 offices nationwide which can be contacted regarding educational materials and support for public service efforts.

Advocates for Highway and Auto Safety

750 First Street, NE
Suite 901
Washington, DC 20002
Phone: (202) 408-1711
Fax: (202) 408-1699
Web site: www.saferoads.org
Resources: Status of state impaired driving legislation; information on how to get involved in state legislative activities.

National Commission Against Drunk Driving

1900 L Street, NW, #705
Washington, DC 20036
Phone: (202) 452-6004
Fax: (202) 223-7012
Web site: www.ncadd.com
Contact: John Moulden
Resources: Technical assistance includes statistical data, resource referrals, conference reports, and other program awareness materials.

National Road Safety Foundation, Inc. (formerly The Mancherian Foundation)

3 New York Plaza
18th Floor
New York, NY 10004
Phone: (212) 837-4844
Fax: (212) 837-4938
Contact: Michelle Garcia
Resources: VHS films: *The Aftermath* and *Sex, Lies & Profits* (both free of charge) and educational films concerning safe driving.

National Safety Council

1121 Spring Lake Drive
Itasca, IL 60143-3201
Phone: (630) 285-1121
Fax: (630) 285-1315
Web site: www.nsc.org
Resources: Information, statistics, and programs addressing impaired driving.

National Transportation Safety Board

490 L'Enfant Plaza East, SW
Washington, DC 20594
Phone: (202) 314-6175
Fax: (202) 314-6178
Web site: www.nts.gov
Contact: Kevin Quinlan
E-mail: quinlak@ntsb.gov
Resources: Legislation, testimony, safety recommendations, advice, and speakers.

Network of Employers for Traffic Safety (NETS)

1900 L Street, NW #705
Washington, DC 20036
Tel: (202) 452-6005
Fax: (202)-223-7012
Web site: www.trafficsafety.org
Email: nets@trafficsafety.org
Resources: Technical assistance includes state program coordinator contact information, statistical data, resource referrals, conference reports, and other program awareness materials.

Other Law Enforcement Organizations

International Assoc. of Campus Law Enforcement Admin.

2304 Ivy Road
Charlottesville, VA 22903
Phone: (804) 924-8837
Fax: (804) 982-2817
Contact: Michael Sheffield
E-mail: ms7e@virginia.edu

Federal Agencies

Substance Abuse and Mental Health Services

Administration - Center for Substance Abuse Prevention (SAMHSA-CSAP)

5600 Fishers Lane
Rockville, MD 20857
Phone: (800) 729-6686 (NCADI)
Fax: (301) 468-6433
Web site: www.samhsa.gov/csap
Resources: National Clearinghouse for Alcohol and Drug Information (NCADI) is the national resource for current and comprehensive information about substance abuse prevention. The latest studies and surveys, resource guide, video and other types of information and materials are available.

National Institute on Drug Abuse

6001 Executive Boulevard
Bethesda, Maryland 20892
Phone: (888) NIH-NIDA
Fax: (301) 443-7397
Web site: <http://www.nida.nih.gov>
E-mail: Information@lists.nida.nih.gov
Resources: Offers numerous reports, scientific research and other publications involving alcohol and drug abuse.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

6000 Executive Boulevard, Willco Building
Bethesda, Maryland 20892-7003
Phone: (301) 443-3860
Fax: (301) 480-1726
Web site: <http://www.niaaa.nih.gov/>
E-mail: niaaaweb-r@exchange.nih.gov
Resources: Conducts research and disseminates findings to healthcare providers, researchers, policy makers, and the public.

Office of Juvenile Justice and Delinquency Prevention U.S. Department of Justice, Office of Justice Programs

810 Seventh Street NW.
Washington, DC 20531
Phone: (202) 307-5911
Fax: (202) 514-6382
Web site: <http://ojjdp.ncjrs.org>
E-mail: askjj@ojp.usdoj.gov
Resources: OJJDP offers a number of grants, programs and materials involving juvenile justice issues.

Centers for Disease Control

1600 Clifton Rd., NE
Atlanta, GA 30333
Phone: (800) 311-3435
Fax: (404) 639-7394
Web site: <http://www.cdc.gov/>
E-mail: netinfo@cdc.gov
Resources: Current fact sheets, reports, activities and other materials are available.

U.S. Department of Education

400 Maryland Avenue, SW
Washington, DC 20202-0498
Phone: (800) USA-LEARN
Fax: (202) 401-068
Web site: <http://www.ed.gov>
E-mail: CustomerService@inet.ed.gov
Resources: Offers information for teachers, administrators, policy makers, researchers, parents, students, and others in the education community.

U.S. Department of Justice

Tenth Street and Constitution Avenue, NW
Washington, DC 20030
Phone: (202) 514-2007
Fax: (202) 514-4371
Web site: <http://www.usdoj.gov>
Resources: Provides community support through publications and documents relating to impaired driving and zero tolerance laws.

Media and Entertainment Media Organizations

The Advertising Council

1899 L Street, NW
Suite 700
Washington, DC 20036
Phone: (202) 331-9153
Fax: (202) 331-9790
Web site: www.adcouncil.org
E-mail: info@adcouncil.org
Contact: Akiko Yabuki
Resources: Produces more than 35 campaigns each year on a variety of issues, including the "Innocent Victims" impaired driving campaign.

Entertainment Industries Council, Inc.

1760 Reston Parkway, Suite 415
Reston, VA 20190-3303
Phone: (703) 481-1414
Fax: (703) 481-1418
E-mail: EICEast@aol.com
Contacts: Marie Dyak or Larry Deutchman
Resources: Video: Learning the Hard Way; depiction suggestions; impaired driving media recommendations.

National Association of Broadcasters

1771 N Street, NW
Washington, DC 20036
Phone: (202) 429-5447
Fax: (202) 429-5410
Web site: www.nab.org
Contact: Jennifer Livengood
Resources: Scripts and TV public service announcements as well as background and programming ideas for broadcasters on alcohol abuse and drinking and driving.

Retail and Industry Organizations

Cellular Telecommunications Industry Association (CTIA)

1250 Connecticut Avenue, NW #200
Washington, DC 20036
Phone: (202) 785-0081
Fax: (202) 785-0721
Web site: www.wow-com.com
E-mail: wowcom@ctia.org
Resources: CTIA provides materials on the safe use of wireless phones while driving and reporting impaired drivers.

Health Communications, Inc.

The TIPS® Program

1101 Wilson Boulevard, Suite 1700
Arlington, VA 22209
Phone: (703) 524-1200 or (800) GET-TIPS
Fax: (703) 524-1487
Web site: www.gettips.com
E-mail: info@gettips.com
Contacts: Suzanne Cosgrove or Elaine Berry
Resources: Provide workshops to train people to prevent intoxication (available for on-site, off-site, concessions, social functions, casinos, workplace, parents and universities); Safe Holiday Party Tips press release; and speakers.

National Alcohol Beverage Control Association

4216 King Street West
Alexandria, VA 22302
Phone: (703) 578-4200
Fax: (703) 820-3551
Web site: <http://www.nabca.org>
Resources: Provides programs and information on the benefits and preservation of the alcohol beverage control systems.

National Licensed Beverage Association

20 South Quaker Lane, Suite 230
Alexandria, VA 22314
Phone: (800) 441-9894 or (703) 751-9730
Fax: (703) 751-9748
Web site: www.nlba.org
Email: nlba@msn.com
Resources: Tools and materials promoting the responsible sale of alcoholic beverages.

National Association of Convenience Stores

1605 King Street
Alexandria, VA 22314-2792
Phone: (703) 684-3600
Fax: (703) 836-4564
Web site: www.cstorecentral.com
Contact: Lindsay Hutter
Resources: Training materials for employees selling beer; techniques for alcohol management.

NHTSA Regional Offices

Region I

Transportation Systems Center

55 Broadway - Kendall Square Code 903
Cambridge, MA 02142
Phone: (617) 494-3427
Fax: (617) 49294-3646
States – CT, ME, MA, NH, RI, VT

Region II

222 Mamaroneck Avenue
Suite 204
White Plains, NY 10605
Phone: (914) 682-6162
Fax: (914) 682-6239
States – NY, NJ, PR, VI

Region III

10 South Howard Street
Suite 6700
Baltimore, MD 21201
Phone: (410) 962-0090
Fax: (410) 962-2770
States – DE, DC, MD, PA, VA, WV

Region IV

61 Forsyth Street, SW
Suite 17T30
Atlanta, GA 30303-3104
Phone: (404) 562-3739
Fax: (404) 562-3763
States – AL, FL, GA, KY, MS, NC, SC, TN

Region V

19900 Governor's Drive
Suite 201
Olympia Fields, IL 60461
Phone: (708) 503-8822
Fax: (708) 503-8991
States – IL, IN, MI, MN, OH, WI

Region VI

819 Taylor Street
Room 8A38
Fort Worth, TX 76102-6177
Phone: (817) 978-3653
Fax: (817) 978-8339
States – AR, LA, NM, OK, TX

Region VII

901 Locust Street
P.O. Box 412515
Kansas City, MO 64106
Phone: (816) 329-3900
Fax: (816) 329-3910
States – IA, KS, MO, NE

Region VIII

555 Zang Street
Room 430
Lakewood, CO 80228
Phone: (303) 969-6917
Fax: (303) 969-6294
States – CO, MT, ND, SD, UT, WY

Region IX

201 Mission Street
Suite 2230
San Francisco, CA 94105
Phone: (415) 744-2995
Fax: (415) 744-2532
States – AZ, CA, HI, NV, American Samoa, Guam,
Northern Mariana Island

Region X

3140 Jackson Federal Building
915 Second Avenue
Seattle, WA 98174
Phone: (206) 220-7640
Fax: (206) 220-7651
States – AK, ID, OR, WA

State Highway Safety Offices

Alabama

Department of Economics and Community Affairs
401 Adams Avenue
Montgomery, AL 36103-5690
Phone: (334) 242-8672
Fax: (334) 242-5515

Alaska

Department of Transportation
3132 Channel Drive, Room 145
Juneau, AK 99801-7898
Phone: (907) 465-4374
Fax: (907) 465-4030

Arizona

Governor's Office of Highway Safety
3030 North Central, Suite 1550
Phoenix, AZ 85012
Phone: (602) 255-3216
Fax: (602) 255-1265

Arkansas

Director of Highways and Transportation
P.O. Box 2261
10324 Interstate 30
Little Rock, AR 72203-2261
Phone: (501) 569-2211
Fax: (501) 569-2969

California

Office of Traffic Safety
7000 Franklin Blvd., Suite 440
Sacramento, CA 95823
Phone: (916) 262-0990
Fax: (916) 262-2960

Colorado

Department of Transportation

4201 E. Arkansas Avenue
Denver, CO 80222
Phone: (303) 757-9799
Fax: (303) 757-9868

Connecticut

Department of Transportation

P. O. Box 317546,
2800 Berlin Turnpike
Newington, CT 06131-7546
Phone: (860) 594-2370
Fax: (860) 594-2374

Delaware

Department of Public Safety

P.O. Box 818
Dover, DE 19903-0818
Phone: (302) 739-4321
Fax: (302) 739-4874

District of Columbia

District Division of Transportation

Reeves Center, 6th Floor
2000 14th Street, NW
Washington, DC 20009
Phone: (202) 673-6813
Fax: (202) 939-8191

Florida

Department of Transportation

605 Suwanne Street, MS-57
Tallahassee, FL 32399-0450
Phone: (850) 922-5820
Fax: (850) 922-2935

Georgia

Governor's Office of Highway Safety

One Park Tower
34 Peachtree Street, Suite 1600
Atlanta, GA 30303
Phone: (404) 656-6996
Fax: (404) 651-9107

Hawaii

Department of Transportation

869 Punchbowl Street
Honolulu, HI 96813
Phone: (808) 587-2150
Fax: (808) 587-2167

Idaho

Department of Transportation

P.O. Box 7129
3311 West State Street
Boise, ID 83707
Phone: (208) 334-8807
Fax: (208) 334-8195

Illinois

Department of Transportation

P.O. Box 19245
3215 Executive Park Drive
Springfield, IL 62794-9245
Phone: (217) 782-4972
Fax: (217) 782-9159

Indiana

Governor's Office

Room 206, State House
Indianapolis, IN 46204
Phone: (317) 232-2588
Fax: (317) 232-3443

Iowa

Department of Public Safety

Wallace State Office Building
502 East Ninth Street
Des Moines, IA 50319
Phone: (515) 281-5104
Fax: (515) 242-6136

Kansas

Department of Transportation

Docking St. Building, 7th Floor
Topeka, KS 66612-1568
Phone: (785) 296-3461
Fax: (785) 296-0195

Kentucky

Kentucky State Police HQ
Highway Safety Branch
919 Versailles Rd., 2nd Floor
Frankfort, KY 40601-2638
Phone: (502) 695-6306
Fax: (502) 573-1634

Louisiana

LA Highway Safety Commission
P.O. Box 66336
Baton Rouge, LA 70896
Phone: (225) 925-6991
Fax: (225) 922-0083

Maine

Bureau of Highway Safety
164 State House Station
Augusta, ME 04333
Phone: (207) 624-8756
Fax: (207) 624-8768

Maryland

State Highway Administration
707 North Calvert St.
Baltimore, MD 21203-0717
Phone: (410) 545-0400
Fax: (410) 209-5009

Massachusetts

Governor's Highway Safety Bureau
10 Park Plaza, Suite 5220
Boston, MA 02116-3933
Phone: (617) 973-8911
Fax: (617) 973-8917

Michigan

Office of Highway Safety Planning
4000 Collins Road
P.O. Box 30633
Lansing, MI 48909-8133
Phone: (517) 336-6477
Fax: (517) 333-5756

Minnesota

Department of Public Safety
445 Minnesota St., Ste. 1000
St. Paul, MN 55101-2156
Phone: (651) 296-6642
Fax: (651) 297-5728

Mississippi

Governor's Highway Safety Programs
Department of Public Safety Planning
P.O. Box 23039
3750 I-55N. Frontage Rd.
Jackson, MS 39211
Phone: (601) 987-4990
Fax: (601) 987-4154

Missouri

Missouri Division of Highway Safety
P. O. Box 104808
Jefferson City, MO 65110
Phone: (573) 751-7643
Fax: (573) 634-5977

Montana

Department of Transportation
Traffic Safety Bureau
P.O. Box 201001
2701 Prospect Ave, RM 311
Helena, MT 59620-1001
Phone: (406) 444-7301
Fax: (406) 444-0807

Nebraska

Department of Motor Vehicles
P.O. Box 94789
301 Centennial Mall South
Lincoln, NE 68509
Phone: (402) 471-3900
Fax: (402) 471-9594

Nevada

Department of Public Safety
555 Wright Way
Carson City, NV 89711-0099
Phone: (775) 684-4556
Fax: (775) 687-4692

New Hampshire

Highway Safety Agency

Pine Inn Plaza, 117 Manchester St.
Concord, NH 03301
Phone: (603) 271-2131
Fax: (603) 271-3790

New Jersey

Division of Highway Traffic Safety

225 East State Street, CN-048
Trenton, NJ 08625
Phone: (609) 633-9300
Fax: (609) 633-9020

New Mexico

Highway and Transportation Department

P.O. Box 1149
1120 Cerrillos Road
Santa Fe, NM 87503-1149
Phone: (505) 827-5110
Fax: (505) 827-5469

New York

Department of Motor Vehicles

Swan Street Building
Empire State Plaza
Albany, NY 12228
Phone: (518) 474-0841
Fax: (518) 474-9578

North Carolina

Governor's Highway Safety Program

215 East Lane Street
Raleigh, NC 27601
Phone: (919) 733-3083
Fax: (919) 733-0604

North Dakota

Department of Transportation

608 East Boulevard Avenue
Bismarck, ND 58505-070
Phone: (701) 328-2581
Fax: (701) 328-1420

Ohio

Department of Public Safety

P.O. Box 182081
1970 W. Broad Street (43223)
Columbus, OH 43218-2081
Phone: (614) 466-3383
Fax: (614) 466-0433

Oklahoma

Department of Public Safety

3600 N. Martin Luther King Ave.
Oklahoma City, OK 73136
Phone: (405) 425-2001
Fax: (405) 425-2324

Oregon

Transportation Safety Division

235 Union Street, NE
Salem, OR 97301-1054
Phone: (503) 986-4192
Fax: (503) 986-4341

Pennsylvania

Highway Safety Administration

Commonwealth Keystone Building
400 North Street, 9th Floor
Harrisburg, PA 17120-0064
Phone: (717) 787-6875
Fax: (717) 787-5491

Puerto Rico

Transportation and Public Works

Box 41269, Minillas Station
Santurce, PR 00940
Phone: (787) 725-7112
Fax: (787) 728-8963

Rhode Island

Department of Transportation
State Office Building-Smith Street
Providence, RI 02903
Phone: (401) 222-2481
Fax: (401) 222-6038

South Carolina

Department of Public Safety

5400 Broad River Road
Columbia, SC 29210
Phone: (803) 896-7839
Fax: (803) 896-7881

South Dakota

Department of Commerce and Regulation

118 West Capitol
Pierre, SD 57501
Phone: (605) 773-3178
Fax: (605) 773-3018

Tennessee

Department of Transportation

James K. Polk State Office Building
505 Deaderick Street, Suite 700
Nashville, TN 37243
Phone: (615) 741-2848
Fax: (615) 253-5523

Texas

Department of Transportation

125 E. 11th Street
Austin, TX 78711
Phone: (512) 305-9501
Fax: (512) 463-9567

Utah

Department of Public Safety

4501 South 2700 West
Salt Lake City, UT 84114
Phone: (801) 965-4463
Fax: (801) 965-4608

Vermont

Department Of Public Safety

103 South Main Street
Waterbury, VT 05671-2101
Phone: (802) 244-1317
Fax: (802) 244-1106

Virginia

Department of Motor Vehicles

P.O. Box 27412
2300 West Broad Street
Richmond, VA 23269-0001
Phone: (804) 367-6602
Fax: (804) 367-6631

Washington

Traffic Safety Commission

1000 South Cherry Street, MS/PD-11
Olympia, WA 98504-0944
Phone: (360) 753-6197
Fax: (360) 586-6489

West Virginia

Division of Motor Vehicle

1800 Kanawha Boulevard, East
Building 3, Room 113
Charleston, WV 25317
Phone: (304) 558-2723
Fax: (304) 558-1987

Wisconsin

Department of Transportation

Hill Farms State Office Building, #120B
P.O. Box 7910
4802 Sheboygan Avenue
Madison, WI 53707-7910
Phone: (608) 266-1113
Fax: (608) 266-9912

Wyoming

Highway Safety Program

5300 Bishop Blvd., P.O. Box 1708
Cheyenne, WY 82003-9019
Phone: (307) 777-4450
Fax: (307) 777-4250

American Samoa

American Samoa Government

P.O. Box 1086
Pago Pago, AS 96799
Phone: 9-011-684-633-1111
Fax: 9-011-684-633-7296

Guam

Guam Department of Public Works

542 North Marine Drive
Tamuning, GU 96911
Phone: (671) 646-3131 or 3259
Fax: (671) 646-6178

Mariana Islands

Commonwealth of No. Mariana Islands

Caller Box 100007
Civic Center; Susupe Village
Saipan, MP 96950
Phone: (670) 664-9000
Fax: (670) 664-9019 or 9009

Virgin Islands

Office of Highway Safety

Lagoon Street Complex, Fredriksted
St. Croix, VI 00840
Phone: (340) 776-5820
Fax: (340) 772-2626

Indian Nation

Bureau of Indian Affairs

Indian Highway Safety Program

505 Marquette Avenue, NW, Suite 1425
Albuquerque, NM 87102
Phone: (505) 248-5060
Fax: (505) 248-5064

Publicity and Promotion



Community support is a key to the success of your enforcement efforts. You can create greater support for your efforts through public education. And one of the best ways to reach your community is through the media. This section of the booklet shows you how media support can help raise community awareness of this problem.

The first step toward a successful media outreach effort is to appoint an experienced public information officer who knows and understands the local media. Another important step is research. Become familiar with local reporters and writers and stay up-to-date on the issues they write about. This will help you pitch your story to the media. It is important to develop interesting and appealing story lines, or events that tell your story. Media are less likely to report your story if they don't see immediate value in it.

Choosing Your Outlets

No matter where you are, you should be able to find media outlets to convey the *You Drink & Drive. You Lose.* message to the public. The following is a list of media outlets you should contact:

- cable and local television stations
- radio stations
- daily newspapers (urban and/or community-based)
- weekly newspapers (urban and/or community-based) and
- industry magazines.

Choosing Your Tools

There are a number of different tools you can use to convey your message to the media. Prior to each mobilization, partners will be provided media tools to help create a united message nationwide. Before you begin, you should understand what each tool is, and how it fits into your media outreach activities.

- **Media Advisory**

Media advisories are used to “sell” your event. The advisory tells the who, what, when and where of your event in a concise manner. It explains why your event is newsworthy. It should be released at least three days before the event and followed up by phone calls to assignment desks and reporters you think might be interested in covering your story. You can also use the advisory to invite the media to observe law enforcement officers during sobriety checkpoints and saturation patrols. A sample appears in the back pocket of this booklet.

- **News Release**

News releases tell your story. They are typically released on the day of the event for publicity, or following an event to describe what took place. You can adapt the sample release in the back pocket of this booklet to suit your event and send it out to the media contacts that received the advisory.



- *Letter to the Editor*

A letter to the editor is an appeal to the public to join in supporting your enforcement efforts. It is an opportunity to inform the community about this problem and the steps you are taking to remedy it. You should send the letter approximately 10 days to two weeks before your enforcement period to ensure it is placed in daily newspapers. A sample appears in the back pocket of this booklet.

- *Opinion-Editorial (op-ed)*

The op-ed is a brief statement from an opinion leader in the community on a subject in which he or she is considered an authority. These statements can influence public opinion and are opportunities for the media to support your cause. You should send the op-ed to the newspapers you have identified approximately seven to 10 days prior to the event. A sample appears in the back pocket of this booklet.

- *Drop-in News Article*

The drop-in article is a pre-written news story. The article provided in the back pocket of this booklet can be used to inform your community about impaired driving and the need for greater enforcement. It can also be used in your community newspapers, on web pages or in newsletters.

- *Radio Scripts*

Radio stations are required to broadcast public service messages to the community. Use this to your advantage by providing local stations with the scripts provided in the back pocket of this booklet. You should accompany the scripts with a letter explaining how impaired driving is a problem in your community and ask for the station's support in your efforts to reduce the problem. Suggest that traffic reporters can remind listeners that *You Drink & Drive. You Lose.* and about increased enforcement activities. It is a good idea to place a follow-up call to the station to make sure they've received the scripts, and to further encourage their use.

- *Print Public Service Announcements (PSAs)*

Just like radio stations, newspapers and magazines may use print PSAs. You should send the PSAs (along with a cover letter) to newspapers approximately two to three weeks before your enforcement efforts. Placement of these free ads in the weeks prior to the event can help raise awareness of the problem and build momentum for enforcement period efforts. Camera-ready print PSAs are located in the back pocket of this booklet. Encourage local newspapers and magazines to publish these PSAs.



OUTREACH STRATEGIES

You know your local media best. Over time, you may develop a strong sense of which stories various media outlets will find newsworthy. Use these outreach strategies to publicize your local *You Drink & Drive. You Lose.* enforcement efforts.

Plan Ahead

The earlier you begin, the easier it will be for you to generate positive media results for your activities. Advance notice helps editors and producers plan their schedules to include coverage of your story or event. You can adapt the sample letter to the editor and sample news release to notify the media of your planning, and the reasons such action is necessary. Coordinate your outreach activities with local partners, such as MADD, Nationwide Insurance, or other groups in your community that are active in the fight against impaired driving.

After you have sent out your letters, PSAs and releases, immediately telephone media contacts to pitch your story (in this case, the enforcement period and its activities).

Be Prepared

Sometimes a story is written from the news release. But there are times that a reporter may want to conduct an interview to add more detail or flavor. When the time for an interview comes, it is important to understand the procedure.

Research the types of stories the interviewing reporter has done in the past. Be considerate of the interviewer's schedule — journalists and other media professionals work with extremely tight deadlines. Be prepared for the media to contact you. If they do not receive your input in time, they will not include you in the story and may be less likely to contact you in the future.

Reporters are only interested in information that constitutes real news, not self-promotion. It is important to stay current with local crash data, to ensure an informative and efficient interview. Provide prompt and accurate responses to an interviewer's questions. If you don't feel comfortable answering a question or don't have the information to accurately answer, be honest with the reporter. Say you don't know the answer but you will get back to them right away. By doing so, the media is more likely to respect you and use your information, now and in future stories.

Finally, determine the messages you want to communicate. Figure out the questions that you want to be asked and know your answers ahead of time, and stick to your message regardless of the questions. (If you already know what you want to say, it will be easier to work those points into the discussion.) A media interview question and answer is located on page 42 to help you prepare your key messages.

Stay Available

Encourage the media to contact you with follow-up questions. Reporters may call you back as they begin to write their stories. This is another opportunity to pitch your message and ensure your views and statements are accurately expressed.

Further the Relationship


Don't consider the media merely a vehicle for conveying your messages. The media can also play an active role by becoming a partner in your enforcement efforts.

Say it with pride!

By being a part of the *You Drink & Drive. You Lose.* enforcement period, your department's enforcement efforts gain added credibility by being affiliated with a national campaign.

Since it's initial launch, more than 100 million people have been exposed to the *You Drink & Drive. You Lose.* message through the media and enforcement. You can help expand that number by specifically mentioning *You Drink & Drive. You Lose.* in your department's publicity and promotion efforts including media advisories, news releases, materials for the driving public, etc.

Stand up and be counted as part of the newest and most successful national impaired driving campaign yet! Identify your department's Fourth of July enforcement effort as part of the *You Drink & Drive. You Lose.* national mobilization to stop impaired driving!

A black and white photograph showing a close-up of a bottle's neck being poured into a glass. The liquid is captured mid-pour, creating a dynamic stream. The background is blurred, focusing attention on the action of pouring.

"In memory of Officer Rueben Jones,
Miami Dade Police Department,
who was killed by an impaired driver."

WHAT TO EXPECT

Remember, there are two sides to every issue and some reporters might take a negative view of enforcement. Initiating partnerships with the media gives you an opportunity to provide individual reporters with the facts, and possibly prevent such a point of view. Once you have sent out your materials, contacted your local media outlets, and participated in interviews, there are some results you should reasonably expect to see.

These include:

- Stories publicizing your enforcement period efforts.
- Stories highlighting the impaired driving problem in the nation and your community, as well as organizations (like yours) working to solve the problem.
- Educational stories highlighting alternatives to impaired driving.
- Reporters utilizing you as a community expert in future impaired driving stories.
- Sponsorships by media organizations of community *You Drink & Drive. You Lose.* campaign events and activities.

What if the story is negative?

Remember that there are two sides to every issue and some editors/producers might take a negative view of your efforts. There will be times when a negative quote or story will appear about your group or its activities. You shouldn't let this discourage you from conducting sobriety checkpoints and saturation patrols in the future, or to continue promoting your efforts through the media.

If you decide to respond to a negative story, here are some basic rules...

- Don't insult the writer or publication.
- Be positive in your tone.
- Correct bad information clearly and concisely.
- Use facts — not emotions.



MEDIA INTERVIEW QUESTIONS & ANSWERS

What is the difference between sobriety checkpoints and saturation patrols?

- At sobriety checkpoints, law enforcement officials evaluate drivers for signs of alcohol or drug impairment at certain points on the roadway. Vehicles are stopped in a specific sequence, such as every other vehicle or every fourth, fifth or sixth vehicle.
- Saturation patrols are concentrated enforcement efforts that target impaired drivers by observing moving violations such as reckless driving, speeding, aggressive driving, and others. Saturation patrols are spread over a larger geographic area.
- In saturation patrols, motorists and motorcyclists are evaluated on an individual basis because certain behaviors have been displayed to law enforcement officers while the vehicle is in motion.
- Sobriety checkpoints must display warning signs to motorists, whereas saturation patrols do not.
- Well-publicized sobriety checkpoints and saturation patrols educate the general driving public that breaking traffic laws is a serious problem and that violators will be punished.

Why do we need sobriety checkpoint and saturation patrol programs?

- According to the National Highway Traffic Safety Administration (NHTSA), an impaired driver can be on the road 772 times before getting caught and being arrested.
- Seasonal increases in alcohol and drug use help local agencies target their enforcement efforts.
- Sobriety checkpoints and saturation patrols provide law enforcement officials with effective tools for removing impaired drivers from roads and highways.

Are sobriety checkpoints legal?

- In 1990, the U.S. Supreme Court upheld the constitutionality of sobriety checkpoints in *Michigan v. Sitz*. The court decided that the interest in reducing the incidence of impaired driving was sufficient to justify the brief intrusion of a properly conducted sobriety checkpoint. If conducted properly, sobriety checkpoints do not constitute illegal search and seizure in most states.
- Thirty-nine states, plus the District of Columbia, can legally conduct sobriety checkpoints.
- The use of sobriety checkpoints as a deterrent is restricted or prohibited in the following states: Alaska, Idaho, Louisiana, Michigan, Minnesota, Oregon, Rhode Island, Texas, Wisconsin, Washington and Wyoming.
- Please check the laws in your area to find out if sobriety checkpoints are legal in your state.



Who favors sobriety checkpoints and saturation patrols?

- Surveys indicate that 75 percent of Americans favor the use of sobriety checkpoints as a law enforcement tool.
- The International Association of Chiefs of Police, Operation C.A.R.E. and the National Sheriffs' Association favor them.
- Citizen groups such as Mothers Against Drunk Driving, Remove Intoxicated Drivers, Safe Communities, Students Against Destructive Decisions and Citizens Against Drug Impaired Drivers (C.A.N.D.I.D.) strongly favor their use.
- Private entities such as the Nationwide Insurance and the National Commission Against Drunk Driving have advocated their increased use for many years.
- Federal agencies such as the National Transportation Safety Board and NHTSA also strongly favor their use.

What makes sobriety checkpoints and saturation patrols so effective?

- Sobriety checkpoints and saturation patrols help law enforcement officials detect and arrest impaired drivers.
- They also are a strong deterrent to people who might choose to drive after drinking or using drugs by increasing the perceived risk of arrest.

Where and when are the best times to run sobriety checkpoints?

- Sobriety checkpoints and saturation patrols are generally conducted on weekend nights at locations where impaired driving is high according to arrest and crash records.
- However, sobriety checkpoints and saturation patrols can take place anywhere or at any time in a community.

What are the concerns about sobriety checkpoints?

- Some think that sobriety checkpoints cause traffic jams and detain people for long periods of time. Well-conducted, well-planned checkpoints delay drivers no more than a few minutes, or the length of an average traffic signal.
- Some think that checkpoints are costly, time-consuming and labor intensive; however, small-scale checkpoints can be conducted with as few as three to five officers.
- Typically, checkpoints use 10 to 12 officers or more.

How do I set up a sobriety checkpoint in my community?

- Only authorized law enforcement agencies can conduct sobriety checkpoints or saturation patrols.
- The National Highway Traffic Safety Administration (NHTSA) has guidelines on how checkpoints should be conducted in a safe and legal manner. For more information, materials can be ordered through NHTSA's Website at www.nhtsa.dot.gov
- Sobriety checkpoints and saturation patrols should be part of a community's ongoing impaired driving prevention program and/or Safe Communities program.



Timelines

TIMELINES FOR PLANNING AND CONDUCTING ENFORCEMENT EFFORTS

In today's busy world it seems like there is never enough time to plan. These timelines are offered as suggestions. They cover:

- Planning checkpoints and patrols
- Promoting and publicizing your effort and
- Conducting a town hall meeting.

Even if your department is experienced in planning sobriety checkpoints and saturation patrols, you might find some new ideas.



Planning and Operations of a Checkpoint or Patrol

6 months out

- ❑ Assign a senior officer to plan the sobriety checkpoint or saturation patrol.
- ❑ Convene a meeting of local law enforcement agencies.
- ❑ Develop an operations plan for the checkpoint or patrol.
- ❑ Prepare an alternative plan in the event of inclement weather or other sudden change in circumstances.
- ❑ Assess current personnel's experience and/or training in standard procedures and operations associated with staffing and staging a checkpoint or patrol.
- ❑ Assess personnel who are trained in SFST and DRE.

5 months out

- ❑ Enlist the support of a prosecuting attorney familiar with your state, county and city laws regarding sobriety checkpoints and saturation patrols.
- ❑ Identify legally mandated requirements and the types of evidential information that will be needed to prosecute cases arising from the checkpoint or patrol.
- ❑ Choose several locations as potential locations for checkpoints.
- ❑ Conduct traffic flow assessments on possible checkpoint sites at the same time of day you plan to conduct the checkpoint.
- ❑ Check to make sure that the signage and other warning devices to be used at the checkpoint are in working order.
- ❑ Conduct training of personnel assigned to staff the checkpoint.



4 months out

- ❑ Choose a site with ample shoulder space for detained motorists and vehicles.
- ❑ Determine the method that will be used to stop vehicles passing through the checkpoint.
- ❑ Verify that signage and warning signals meet federal, state or local transportation codes. Check the Manual of Uniform Traffic Control Devices.

3 months out

- ❑ Inform the jurisdiction's presiding judge of the proposed checkpoints and patrols.
- ❑ Seek the judge's insight on what steps and activities are required to effectively adjudicate cases.
- ❑ Make sure that the checkpoint is visible from a far distance.
- ❑ Order or reserve any additional signage that might be needed at the checkpoint.
- ❑ Make arrangements to transport equipment to be used at the checkpoint.
- ❑ Identify potential sponsors of your department's public education literature.
- ❑ Estimate the number of copies of brochures, fliers and evaluations you plan on distributing to drivers passing through the checkpoints.

- ❑ Solicit volunteers to assist you from community and advocacy groups such as Mothers Against Drunk Driving, Students Against Destructive Decisions, Safe Communities coalition, and Neighborhood Watch.
- ❑ Actively solicit sponsorship of the literature.

1 month out

- ❑ Confirm the sponsorship of the literature.
- ❑ If literature will be printed, get camera-ready art to the printer.
- ❑ Verify the number of volunteers who will be on hand to assist you.

Two weeks out

- ❑ Brief assigned staff of progress on a weekly basis.
- ❑ If literature will be photocopied, get camera-ready art to the copy shop.
- ❑ Conduct a volunteer orientation meeting.

Day of the checkpoint or patrol

- ❑ Brief all assigned staff on their roles at and the procedures of the checkpoint or patrol.
- ❑ Remind staff and volunteers of any special rules that apply to your jurisdiction.
- ❑ Provide the drivers passing through the checkpoint a questionnaire to evaluate your effort.

Publicity and Promotion

3 months out

- ☐ Begin reviewing your department's media lists.
- ☐ Update the media lists as necessary.
- ☐ Select a date and place for a news conference.
- ☐ Coordinate the promotional effort with other law enforcement agencies in your area.

1 month out

- ☐ Write a media advisory and news release publicizing the checkpoint or patrol.
- ☐ Work with your local newspaper to run print public service announcements promoting the checkpoint or patrol.
- ☐ Encourage the local paper to run an article about the effect of impaired driving in your community.
- ☐ Ask local radio stations to read public service announcements announcing the checkpoints and patrols.
- ☐ Select a location for a news conference.

2 weeks out

- ☐ Mail a media advisory to key media contacts in your community.
- ☐ Mail a letter to the editors of local newspapers regarding the checkpoint or patrol.
- ☐ Invite the media to cover the checkpoint or a training session in preparation for it.
- ☐ Provide local radio stations with the scripts for them to read on air.
- ☐ Confirm the location of the news conference, as well as any audio-visual needs, including "mult" boxes for TV and radio news crews.
- ☐ Mail an opinion-editorial to the editors of local newspapers regarding the importance of checkpoints and patrols in the fight against impaired driving.

7 days out

- ☐ Fax a media advisory to key media contacts inviting them to the news conference.
- ☐ Invite key media contacts to attend the checkpoint or ride along during the patrol.

3 days out

- ☐ Begin calling media contacts to confirm their receipt of the information.

1 day out

- ☐ Fax the news release to select media contacts.
- ☐ Be available for pre-event interviews.

Day of the event

- ☐ Conduct the news conference.
- ☐ Be available for interviews after the announcement.

Day after the event

- ☐ Send out a second news release reporting the results of the checkpoint or patrol (i.e., the number of cars/motorcycles that passed through the checkpoint, the number of arrests made, etc.)
- ☐ Offer yourself as a resource for future stories about impaired driving.
- ☐ Send a thank you note to media covering your checkpoint or patrol.

Planning a Town Hall Meeting

3 months out

- ❑ Begin discussing the idea of putting together a town hall meeting with potential partners and speakers.

2 months out

- ❑ Hold meeting for partners to discuss dates and agenda for town hall meeting.
- ❑ Invite speakers to participate.

6 weeks out

- ❑ Secure a location that has adequate room for a speakers panel, the audience members, and the press. You'll want a room large enough to accommodate everyone, but small enough to make sure the room appears full.

1 month out

- ❑ Send out a media advisory to local news outlets (TV, radio and print).
- ❑ Make follow up calls to reporters to make sure they received your release and put it on their event calendar.
- ❑ Confirm your location and make plans to have a podium and microphone set up in advance.

3 weeks out

- ❑ Call your partners and speakers to confirm their attendance.
- ❑ Make sure they know how long they have to speak (i.e., not more than five minutes) so that they can prepare their remarks.

1 week out

- ❑ Call members of the media to remind them of your event and urge them to attend. Distribute the meeting agenda to speakers and partners.

Day of the Event

- ❑ Get to your location early to make sure everything is set up as desired.
- ❑ Greet participants and show them to their places.
- ❑ Steer media to a reserved section. Start on time and keep the panel moving swiftly.

After the Event

- ❑ Send a news release highlighting the meeting's results and outcome.
- ❑ Be sure to mention who spoke and the number of people who attended.
- ❑ Follow up by telephone with members of the media who attended the meeting.

Law Enforcement Training

IMPAIRED DRIVING – LAW ENFORCEMENT TRAINING

At some point in their lives, three out of every ten Americans will be involved in an impaired driving crash. Comprehensive enforcement training programs are essential to maximize the likelihood of detecting, investigating, arresting and convicting impaired drivers.

These training programs will help law enforcement agencies support the *You Drink & Drive. You Lose.* campaign. This comprehensive impaired driving prevention program is designed for states and communities to use in reaching the national goal of reducing alcohol-related deaths to no more than 11,000 by the year 2005.

The following impaired driving training courses are available for law enforcement personnel who are committed to reducing the numbers of deaths and injuries resulting from impaired drivers.



DWI Detection and Standardized Field Sobriety Testing (SFST) Basic Course

This course was developed by NHTSA and approved by the International Association of Chiefs of Police (IACP). National standards have been established by IACP to ensure consistency in the content, delivery, and application of this training program. The NHTSA/IACP basic course is the only curriculum that meets these standards.

During the 24-hour training program, law enforcement officers learn:

- How to recognize behavior that points toward impaired driving;
- The importance of the SFST battery, and how to properly administer the tests. This is reinforced through the use of two correlation workshops;

- When to make an impaired driving arrest;
- How to write accurate and detailed reports;
- How to give clear and convincing testimony.

In addition, two training modules have been developed to introduce officers to the skills needed to detect and apprehend drug impaired drivers. This module, in either the four or eight hour format, can be taught as part of the basic SFST training curriculum or as a stand-alone.

DWI Detection and Standardized Field Sobriety Testing (SFST) Instructor Training

Individuals who have successfully completed the basic SFST training course, have demonstrated skills and experience in administering the SFST battery, and who have the desire to teach others are eligible to attend this training.



This 32-hour training program helps participants develop the skills to become effective instructors in the SFST basic course.

- The first 16 hours consists of lectures and discussions that focus on teaching theory and skills.
- During the next 16 hours, participants practice teaching portions of the SFST program. Participants are evaluated on their preparation, presentation, and technique.

DWI Detection and Standardized Field Sobriety Testing (SFST) Refresher Training Course

This self-instructional SFST refresher training course is available in a CD-ROM format. It is designed to assist law enforcement officers who have already taken and successfully completed the NHTSA/IACP SFST training course.

The IBM-compatible disc contains information that refreshes an officer's skills in:

- Recognizing and interpreting DWI evidence;
- Administering and interpreting the scientifically validated field sobriety tests; and
- Describing DWI evidence clearly and convincingly.

Drug Recognition Expert (DRE) Training

This training program is designed for law enforcement officers who have successfully completed a NHTSA/IACP approved SFST course and whose agency has been approved for participation by NHTSA/IACP.

Participants learn basic drug terminology, pharmacology, how to identify the signs and symptoms of drug impairment associated with the seven drug categories, and how to conduct the twelve step evaluation.

The training program is in three phases:

- **The Pre-School** - two days of lectures and hands-on exercises. Introduces officers to basic drug terminology, pharmacology, the seven categories of drugs, and the twelve steps of the evaluation process.
- **The DRE School** - seven days of classroom training and hands-on exercises. This training builds on the foundation of knowledge acquired during the Pre-School, and teaches officers how to evaluate drug impaired drivers.
- **The Certification Training** - This phase of the training requires officers, assigned in small groups, to evaluate drug-impaired subjects, while being supervised and evaluated by a certified DRE instructor.

Training is complete when a participant demonstrates proficiency as a DRE and fully meets the international standards established by the IACP, or exceeds those standards in states with more stringent requirements.

This course was developed by NHTSA and approved by the International Association of Chiefs of Police (IACP). National standards have been established by IACP to ensure consistency in the content, delivery, and application of the DRE training program. The NHTSA/IACP curriculum is the only curriculum that meets these standards.

Principles and Techniques of Drug Recognition Expert (DRE) Training: The DRE Instructor School

Individuals who have been certified as DREs are eligible to attend this training.

Officers learn the essentials of sound teaching practices and are given ample opportunity to practice their newly acquired skills in teaching sessions.

The first two days of this five day training course focus on the principles and techniques of teaching, and on how they apply to the DRE curricula. On the third and fourth days, participants teach selected parts of the Pre-School and/or the DRE School. During the fifth day, officers learn to plan and manage an alcohol workshop, and also learn how to effectively conduct certification training.

Drug Impairment Training for Educational Professionals (DITEP)

To help combat the growing problem of drugs in the educational environment, three states - Arizona, Kansas and New York - developed training programs for their educational professionals. In cooperation with the International Association of Chiefs of Police (IACP) and the National Highway Traffic Safety Association (NHTSA), the strengths from the three programs were combined together to form this training module.

Drug Recognition Experts provide school administrators, teachers, and nurses with a systematic approach to recognizing and evaluating drug abusers within the academic environment. Early intervention strategies can then be implemented.

Youth Enforcement Workshop for Law Enforcement Managers

This workshop is intended to teach unit commanders or law enforcement management why enforcement is problematic with teen-agers, and what strategies can be employed by law enforcement officers to effectively deal with the problem.

The workshop will:

- Provide information about how drugs, alcohol, and impaired driving affect youth;
- Identify the obstacles to effective enforcement;
- Identify strategies to overcome enforcement obstacles; and
- Encourage specific actions to be taken by law enforcement management to increase youth enforcement

Protecting Lives, Saving Futures

This training is being developed by the American Prosecutors Research Institute's National Traffic Law Center to train law enforcement and prosecutors in the detection, apprehension, and prosecution of impaired drivers (alcohol and other drugs), and youthful offenders.

Law enforcement officers and prosecutors will learn about the challenges and difficulties that each other face in impaired driving cases. This allows for a greater understanding by law enforcement officers as to what evidence prosecutors must have in an impaired driving case. Conversely, prosecutors will learn what they can reasonably expect from officers at the arrest scene, and learn to ask better questions. Toxicologists will teach about breath, blood and urine testing, while optometrists will teach about the effects of alcohol and other drugs on an individual's eyes, specifically horizontal gaze nystagmus (HGN).

Prosecutors and law enforcement officers will participate in interactive training classes that teach:

- Initial detection and apprehension of an impaired driver;
- Standardized Field Sobriety Tests (SFST) and the effective documentation of observations of suspects;
- The medical background of the HGN, including the correlation of HGN to alcohol and other drugs;
- The scientific background of the breath/blood/urine tests and advantages and limitations of forensic testing;
- Identification of impairment due to drugs other than alcohol; and
- The effective presentation of evidence in court through mock trial sessions.

For more information concerning these courses, contact your NHTSA Regional Office Training Coordinator.



Resources

AVAILABLE MATERIALS TO HELP WITH YOUR CAMPAIGN ACTIVITIES



NHTSA's Office of Traffic Safety Programs strives to provide national leadership and technical assistance to states and communities in addressing impaired driving issues. Provided below is an inventory of resources and programs available to states and communities as you implement activities of the campaign *You Drink & Drive. You Lose.* The materials listed in this section may also be ordered at the NHTSA Web site at: www.nhtsa.dot.gov

States and communities are encouraged to access these materials through the Web. Materials may also be ordered by:

Mail to:

U.S. DOT/NHTSA
Media and Marketing Division, NTS-21
Attn: TSP Resource Center Orders
400 7th Street, SW
Washington, DC 20590

Fax to:

NHTSA
Media and Marketing Division, NTS-21
Attn: TSP Resource Center Orders
Fax: 202-493-2062

When requesting materials, please use the DOT HS number or order number, when available.

As future materials are developed and distributed for the *You Drink & Drive. You Lose.* campaign, these resources and programs will again be included, and will focus on specific target audiences. The materials listed in this section deal primarily with public education, sobriety checkpoints and saturation patrols, enforcement and prosecution.

The inventory is presented in five areas including:

- Prevention and Public Education
- Legislation
- Sobriety Checkpoints and Saturation Patrols
- Enforcement, and
- Prosecution, Adjudication and Treatment.

For a full listing of NHTSA impaired driving related materials, please refer to the *Law Enforcement Action Kit Resource Guide* or the NHTSA Website at www.nhtsa.dot.gov

Prevention and Public Education

- **You Drink & Drive. You Lose. A Guide for Building a Comprehensive Impaired Driving Program**

NHTSA's new impaired driving prevention campaign was developed as the voice of the new national partnership aimed at intensifying the fight against impaired driving. The goal of *You Drink & Drive. You Lose.* is to enhance national awareness about the deadly toll impaired driving exacts on America's communities and to generate a greater national urgency to stop the senseless killing and injury on our nation's highways. This guide provides the framework for a comprehensive impaired driving program at the state and local level.

DOT HS 808 896 (Order # 2P1073)

- **Partners in Progress: An Impaired Driving Guide for Action**

This report serves as a guide for addressing the nation's impaired driving problem and reaching the national goal to reduce alcohol-related fatalities to 11,000 by the year 2005. The guide focuses on strategies and action steps for reaching the goal, in collaboration with new and existing partners. Individual sections include: public education; individual responsibility; health care; businesses and employers; legislation; enforcement and adjudication; and technology.

DOT HS 808 365 (Order # 2P1035)

- **Innocent Victims National Campaign**

Through a joint effort with the Ad Council, NHTSA has developed a multimedia PSA campaign focusing on the "Innocent Victims" message to recreate public outrage and concern about the loss of innocent lives from drinking and driving. This campaign features photographs and stories of innocent victims who lost their lives because of alcohol impaired drivers. The PSAs encourage individuals, who have the chance, to make the right choice and intervene and "Get the Keys" by showing real consequences of not interceding. It is the second most successful current Ad Council campaign, having earned in 1998 more than \$111 million in donated media time. For more information, please visit the Ad Council Website at www.adcouncil.org/fr_camp_current.html

- **Community How To Guide – Underage Drinking Prevention**

This is a series of nine Guides, developed by the National Association of Governor's Highway Safety Representatives (NAGHSR), addressing the fundamental components of planning and implementing a comprehensive underage drinking prevention program. The Guides are designed to be brief, easy-to-read, and easy-to-use. Each guide contains a resource section to assist readers in obtaining additional and detailed information about the topics covered in that guide. The appendices include useful tools for each topic area that provide coalitions and organizations a jump-start in their planning and implementation activities.

DOT HS 809 209 (Order # 2P1059)

- **2000 x 2000 Campaign**

SADD's 2000 x 2000 Campaign is designed to reduce teenage alcohol-related fatalities to no more than 2,000 by the end of the year 2000. Each year a national press event is held at the U.S. Capitol to attract national media attention to the issues of underage drinking and driving. Materials have been distributed to all SADD chapters with instructions on forming partnerships with law enforcement, the courts, parents, private businesses and other important community entities. For more information, contact the SADD National Office at 508-481-3568.

- **Impaired Driving in the United States — State Cost Fact Sheets**

Under a grant with the National Public Services Research Institute (NPSRI), fact sheets were developed on the economic costs of alcohol-related crashes on a state-by-state basis, and the effectiveness of impaired driving laws on the number of alcohol-related crashes. State Fact Sheets are available only on NHTSA's website at www.nhtsa.dot.gov

- **Impaired Riding Campaign Materials**

Based upon results of focus group testing with motorcyclists and law enforcement officers, NHTSA released a set of print materials to address the problem of impaired motorcycle riding. The theme for this campaign is based upon the concept of motorcyclists accepting responsibility for their actions and the understanding these actions affect

more than the individual motorcyclists. These materials, which target two age groups, (21- 25-year-olds, 25 and over) include two brochures, two posters, a flyer that fits into a business letter envelope, print public service announcements, and a folder.

DOT HS 808 443 (Order # 6P0098)

- **Riding Straight**

The Motorcycle Safety Foundation, with support from NHTSA, has revised the impaired riding module of the Motorcycle RiderCourse: Riding and Street Skills®. Riding Straight is a 12-minute video addressing the effects of alcohol on the skills needed to safely operate a motorcycle and discussing ways peers can tactfully prevent friends from riding impaired. The accompanying Riding Straight: Leader's Guide provides information to individual wishing to deliver a stand-alone program addressing impaired riding. The Leader's Guide includes a sample flyer and press release, a reproducible worksheet, a summary of the video's major points, and suggested topics to cover in a group discussion. For additional information contact the Motorcycle Safety Foundation, 2 Jenner Street, Suite 150, Irvine, CA 92718-3812. Phone: (949) 727-3227.

- **Impaired Perspectives**

This brochure describes the drinking and driving problem in America. It presents historical, current, and future perspectives around the issue of impaired driving and provides suggestions on what can be done.

DOT HS 808 211 (Order # 2P1004)

- **Shattered Dreams — How-to-Guide and Video**

This describes how to conduct a "grim reaper" and mock crash with local advocacy groups to increase awareness of underage drinking issues. To obtain a copy, please contact NHTSA's Media and Marketing Division via fax at (202) 493-2062, or visit the NHTSA website at www.nhtsa.dot.gov

- **Zero Tolerance Means Zero Chances Peer Action Guide**

This Peer Action Kit is designed to provide groups conducting Zero Tolerance activities with the resources they need to effectively plan and promote their events, including

the program brochure, resource guide, media guide, fact sheets, talking points, logo sheets, and camera-ready artwork for hand-out fliers and print public service announcements. Copies can be ordered by visiting the NHTSA Web site at www.nhtsa.dot.gov

DOT HS 809 034 (Order # 9P0018)

- **MADD National Sobriety Checkpoint Week Program Guide**

This provides suggestions for working with law enforcement, the community, the media and local corporations to conduct sobriety checkpoints. It contains sample documents, as well as examples of successful past checkpoint programs. For more information, contact MADD National at: P.O. Box 541688, Dallas, TX 75354-1688, 1-(800) GET-MADD.

Or visit the MADD Website at www.madd.org

- **Safe Communities**

NHTSA's Safe Communities tool kit contains materials that help implement local programs that target impaired driving and other traffic safety problems through Safe Community Coalitions.

DOT HS 808 578 (Order # 5P0026)

Legislation

- **Digest of State Alcohol-Related Safety Legislation**

This annual digest reports the status of State laws that are concerned with alcohol-impaired driving offenses and alcoholic beverage control.

DOT HS 808 830 (Order # 2P0400)

- **Research on the Effectiveness of Laws: an Evaluation of the Specific Deterrent Effect of Vehicle Impoundment on Suspended, Revoked and Unlicensed Drivers in California**

NHTSA has previously studied the effectiveness of: *Vehicle impoundment (An Evaluation of the Specific Deterrent Effect of Vehicle Impoundment on Suspended, Revoked and Unlicensed Drivers in California)*; 1997

DOT HS 808 727 (Order # 7P0095)

- **Setting Limits, Saving Lives: The Case for .08 BAC Laws**

NHTSA, in conjunction with the National Safety Council, developed this informative, easy-to-understand handbook on .08 blood alcohol concentration (BAC). It presents information for use by safety advocates at the local level to support state .08 BAC laws. It includes an overview of the impaired driving problem, a description of the .08 law, the rationale behind .08, the effect of various BACs on crash risk, myths about .08, consumer education and public support, law enforcement aspects, and a summary of the effects of the law in terms of crash reductions.

DOT HS 808 524 (Order # 2P0038)

- **Presidential Plan for Making .08 BAC the National Legal Limit**

On March 3, 1998, more than 150 representatives of national organizations and highway safety partners at the White House to witness President Clinton address the Nation on setting new standards to prevent impaired driving. The President directed the Secretary of Transportation to work with Congress, other Federal agencies, the states, and other concerned safety groups to develop a plan to promote the adoption of a .08 BAC legal limit. NHTSA developed a plan to address the components of the President's directive entitled Presidential Plan for Making .08 BAC the National Legal Limit.

DOT HS 808 756 (Order # 2P1054)

- **Presidential Initiative for Making .08 BAC the National Legal Limit — A Progress Report**

This progress report updates activities since the President's initial directive, documenting activity in executive leadership, legislation, research and evaluation, federal agencies, and private sector partners. To obtain a copy, please contact NHTSA's Media and Marketing Division via fax at (202) 493-2062, or visit the NHTSA website at www.nhtsa.dot.gov

- **State Legislative Fact Sheets**

These fact sheets provide current information on specific legislative topics. Each publication presents legislative status updates; crash, injury, and fatality statistics; cost savings estimates; and listings of groups and agencies that support

the legislation. The sheets are a quick and simple way to become familiar with a legislative issue and gain direction on how to obtain further information or locate other groups supporting the legislation. State Legislative Fact Sheet Topics for Impaired Driving are:

- **0.08 BAC Illegal Per Se Level (2P0028)**
- **Administrative License Revocation (2P0027)**
- **Graduated Driver Licensing System (2P0026)**
- **Vehicle and License Plate Sanctions (5P0204)**
- **Open Container Laws (2P1065)**
- **Repeat Intoxicated Driver Laws (2P1064) and**
- **Zero Tolerance Laws to Reduce Alcohol-Impaired Driving By Youth (2P0042).**

- **Questions Most Frequently Asked About Administrative License Revocation (ALR)**

This brochure provides basic information about the administrative license revocation or suspension of the driver's license of individuals who refuse or fail a chemical test to determine their blood alcohol concentration. ALR is a measure that has proven to be a most effective deterrent to driving while under the influence of alcohol or drugs.

DOT HS 807 906 (Order # 2P0036)

- **Saving Teenage Lives: The Case for Graduated Driver Licensing**

NHTSA, in collaboration with the National Safety Council, developed an easy-to-understand handbook on graduated driver licensing. The handbook includes a discussion of the problem; stages of graduated licensing; effectiveness of graduated driver licensing; questions and answers; results from the U.S. and other countries; and a model law.

DOT HS 808 801 (Order # 2P1043)

Sobriety Checkpoints and Saturation Patrols

- **An Evaluation of Checkpoint Tennessee: Tennessee's Statewide Sobriety Checkpoint Program**

This report evaluates the results of Checkpoint Tennessee, a sobriety checkpoint program initiated in 1994 by the Tennessee Highway Patrol. The traffic safety impact of dramatically increasing the number of sobriety checkpoints

conducted throughout the state was analyzed, and results indicate a 20.4 percent reduction in alcohol-related crashes. This significant decrease was achieved with relatively low implementation costs.

DOT HS 808 841 (Order # 7P0108)

- **Experimental Evaluation of Sobriety Checkpoint Programs**

This report documents a study to determine the effects of four different sobriety checkpoint programs and one program of roving patrols on alcohol-involved crashes, public awareness, perceived risk of arrest and other dependent measures.

DOT HS 808 287 (Order # 7P0006)

- **Pilot Test of Selected DWI Detection Procedures for Sobriety Checkpoints**

This report contains evaluations of a variety of initial screening procedures that might be used by police officers to differentiate between impaired and sober drivers at sobriety checkpoints. Tests include horizontal gaze nystagmus, observations of driving and stopping behavior, the driver's personal appearance, a divided attention task, and a passive alcohol sensor.

DOT HS 806 724 (Order # 2P0214)

- **Saturation Patrols Targeting Impaired Driving for County Police: Guidelines**

This manual assists agencies interested in the development, implementation and management of saturation patrols, especially those that emphasize the detection of impaired drivers.

DOT HS 807 983A (Order # 4P0922)

- **Use of Sobriety Checkpoints for Impaired Driving Enforcement**

This manual describes operational considerations that police administrators should use for legal, effective and safe sobriety checkpoints. The publication contains guidelines, a briefing guide, suggested motorist survey questions and a suggested model policy.

DOT HS 807 656 (Order # 4P0002)

Enforcement

- **Breath Testing**

Evolving from work started in the early 1970s, NHTSA maintains up-to-date model specifications for evidential breath test devices, as well as calibrating units for evidential breath testers, and alcohol screening devices. As part of this program, NHTSA updates Conforming Products Lists (CPLs) for each class of devices (evidential breath testers, alcohol screening devices, and calibrating units for evidential breath testers). Other laboratory research on alcohol measurement issues (e.g., ignition interlock devices, saliva-alcohol test devices, etc.) are periodically undertaken when resources allow. This program also supports the DOT-wide workplace alcohol testing program. To obtain a copy, please contact NHTSA's Media and Marketing Division via fax at (202) 493-2062, or visit the NHTSA website at www.nhtsa.dot.gov

- **Field Validation of Standardized Field Sobriety Tests (SFSTs) at Lower BAC Limits**

Standardized Field Sobriety Tests (SFSTs), used routinely by law enforcement since the mid-1980s, were originally validated at the .10 BAC level. Now that many states have lowered their BAC limit to .08 BAC, there was a need to determine whether these standardized tests are also appropriate for use at the new, lower BAC limit. This report summarizes field findings. SFST materials are only available to law enforcement.

DOT HS 808 839 (Order # 7P0110)

- **DWI Detection at BACs below 0.10**

NHTSA has sponsored a number of research projects during the past twenty years to improve law enforcement officers' ability to detect drivers and motorcyclists whose driving/riding is impaired by alcohol. Now that many states have lowered the legal BAC limit to 0.08, and many others have passed zero-tolerance laws for youth under 21, there is a need to identify driving cues that predict DWI at BACs below 0.10.

A technical report describing this research is available (DOT HS 808 654) (2P1044) as well as training materials for police use. *The Visual Detection of DWI Motorists* (DOT HS

808 677) is a brochure with accompanying training video for law enforcement to identify DWI motorists at BACs below 0.10.

DOT HS 808 677 (Order # 2P1048)

- **Field Test of On-Site Drug Detection Devices**

NHTSA is sponsoring a major field test of on-site drug detection devices for use by law enforcement. These devices are disposable urine test kits that determine the presence or absence of drugs (e.g., marijuana, amphetamines, and cocaine). ISA Associates of Alexandria, VA are conducting the research in collaboration with the Center for Human Toxicology of the University of Utah. The two cooperating police agencies are the Nassau Co., New York Police Department, and the Houston, Texas Police Department. The project is scheduled for completion by June of 2000.

DOT HS 808 677 (Order # 2P1048)

- **Visual Detection of DWI Motorists**

This brochure provides law enforcement officers with information on detecting impaired motorists, articulating observed behaviors on arrest reports and ways to support officers' expert testimony. A compact DWI Detection Guide is provided, along with a summary of the research that led to the guide, explanations of the 24 driving cues and a description of post-stop cues that are predictive of DWI.

DOT HS 808 677 (Order # 2P1048)

- **The Detection of DWI Motorcyclists**

This brochure provides law enforcement officers information on identifying behavioral cues to detecting impaired motorcycle operators. The brochure discusses 14 rider behaviors found to best distinguish between impaired and unimpaired motorcyclists. In addition to a training video available for roll-call settings, a pocket detection guide accompanies the brochure (DOT HS 807 856; Order # 2P0905). A technical report, The Detection of DWI Motorcyclists (DOT HS 807 839; Order # 6P0026), that provides additional details of the research is available.

DOT HS 807 856 (Order # 6P0058)

- **Horizontal Gaze Nystagmus: The Science and the Law**

A resource guide for law enforcement, prosecutors, and judges on horizontal gaze nystagmus as a component of

NHTSA's Standardized Field Sobriety Testing Program.

DOT HS 808 938 (Order # 5P0235)

Training

- **Standardized Field Sobriety Testing (SFST) and Drug Recognition Expert (DRE) Training Programs**

These training programs are provided to states and communities for law enforcement officers. A training curriculum is available for each program to train instructors. NHTSA and IACP have developed standards for the DRE and SFST programs. Available through state highway safety offices or through NHTSA regional offices.

Youth DWI and Underage Enforcement Manual

Manual written by police officers describing effective strategies and techniques for enforcing underage drinking laws and youthful impaired driving laws.

DOT HS X0522 (Order # 4P0068)

- **Traffic Court Technology Seminars and Judicial Fellowship Program**

The American Bar Association (ABA) works with NHTSA to conduct regional seminars on technology used in traffic cases for detection and prosecution, as well as technology to be used in traffic courts for more effective adjudication and sanctioning. The ABA also administers the NHTSA Judicial Fellowship program for a sitting judge to participate on a part-time basis as the Judicial Fellow. Contact the ABA Judicial Division at (312) 988-5742 for more information.

- **Prosecutor Outreach Program**

The National Association of Prosecutor Coordinators (NAPC) provides training at the state level for prosecutors in DWI cases. NAPC members are each coordinators for prosecutor training in their state and work directly with local prosecutors. NAPC members set up the training, promote it, enroll prosecutors to attend, and provide the evaluation and follow-up. In addition NAPC members have a role as legislative liaisons to their state legislatures. NAPC is developing a Prosecutor's Public Relations Kit for Highway Safety that will provide local prosecutors with materials and instructions to support each activity and event in support of the *You Drink & Drive. You Lose.* campaign. The Kits will include instructions to prosecutors

and their staff on community coalition building, media relations, and public education and awareness campaigns. To obtain a copy, please contact NHTSA's Media and Marketing Division via fax at (202) 493-2062, or visit the NHTSA website at www.nhtsa.dot.gov

- **Protecting Lives, Saving Futures**

This training program is designed to train law enforcement officers and prosecutors together by the experts in their respective disciplines to enhance their abilities to work as a team in pursuit of successful prosecution of DWI cases. A team of experts in the fields of toxicology, optometry, prosecution and law enforcement were assembled by the National Traffic Law Center (NTLC) to develop the curriculum. The joint training approach allows all the involved disciplines to learn from each other inside a classroom rather than outside a courtroom five minutes before trial. For more information, please contact the National Traffic Law Center at 703-549-4253 or fax at 703-386-3195.

Prosecution, Adjudication, and Treatment

- **National Traffic Law Center**

The National Traffic Law Center (NTLC), through funding from NHTSA, provides technical assistance and legal research to prosecutors, judges and law enforcement agencies on: Standardized Field Sobriety Tests (horizontal gaze nystagmus), Drug Evaluation and Classification Program (DEC), Administrative License Revocation, vehicular homicide, crash reconstruction, implied consent, impoundment, forfeiture, breath/blood testing, passive breath testing, zero alcohol tolerance, and many other highway safety related topics to ensure good court decisions and case law. The clearinghouse contains: case law, model legislation, research studies, state statutes, training materials, trial documents, and a directory of professionals who work in the fields of crash reconstruction, toxicology, drug recognition, and others.

The NTLC publishes a quarterly newsletter, *Between the Lines*, that highlights current highway safety related legal issues, as well as a number of other materials useful to prosecutors and judges involved with impaired driving cases. For more information, please contact the National Traffic Law Center at 703-549-4253 or fax at 703-386-3195.

- **A Sentencing Guide for Judges and Prosecutors**

NHTSA and the National Institute on Alcohol Abuse and Alcoholism (NIAAA) collaborated to develop *A Guide to Sentencing DUI Offenders* to facilitate training for judges and prosecutors involved in DUI Sentencing. Recognizing that youth under 21 often involve special circumstances, NHTSA and NIAAA have teamed up again to develop a new guide for judges and prosecutors called *Sentencing and Dispositions of Youth DUI and Other Alcohol Offenses: A Guide for Judges and Prosecutors*.
DOT HS 808 365 (Order # 2P1027)

- **Sentencing and Dispositions of Youth DUI and Other Alcohol Offenses — A Guide for Judges and Prosecutors**

This guide is designed to help judges and prosecutors better understand the available options for action when dealing with juvenile and alcohol-related offenses. It shows how judges and prosecutors can work outside of the courtroom, alongside related administrative agencies, to prevent underage drinking and impaired driving offenses from occurring. The guide was developed by a panel of judges, prosecutors, researchers, alcohol and drug abuse counselors, probation officers and law enforcement agents. For a copy, please contact the Media and Marketing Division, NHTSA, NTS-21, 400 Seventh Street, SW, Washington, DC, 20590, send a fax to (202) 493-2062, or visit www.nhtsa.dot.gov
(Order # 2P1061)

NHTSA MATERIALS ORDER FORM

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail Address _____

Send completed form to:

National Highway Traffic Safety Administration

U.S. Department of Transportation

Media and Marketing Division

NTS-21, 400 7th Street S.W.

Washington, D.C. 20590

Fax: (202) 493-2062

Web site: www.nhtsa.dot.gov

Prevention and Public Education

	Order No.	Qty.
<i>You Drink & Drive. You Lose.</i> Campaign Program Guide	2P1073	
Partners in Progress: An Impaired Driving Guide for Action	2P1035	
Community How To Guides	2P1059	
Impaired Perspective	2P1004	
Safe Communities	5P0026	
<i>Zero Tolerance Means</i> <i>Zero Chances</i> Peer Action Guide	9P0018	
Impaired Riding Campaign Materials	6P0098	

Legislation

	Order No.	Qty.
Digest of State Alcohol-Related Safety Legislation	2P0400	
Research on the Effectiveness of Laws	7P0095	
.08 BAC Illegal Per Se Level	2P0028	
Administrative License Revocation	2P0027	
Vehicle and License Plate Sanctions	5P0204	
Graduated Driver Licensing System	2P0026	
Open Container Laws	2P1065	
Repeat Intoxicated Driver Laws	2P1064	
Questions Most Frequently Asked About Administrative License Revocation (ALR)	2P0419	

Sobriety Checkpoints and Saturation Patrols

	Order No.	Qty.
Checkpoint Tennessee: An Evaluation of Tennessee's Statewide Sobriety Checkpoint Program	7P0108	
Experimental Evaluation of Sobriety Checkpoint Programs	7P0006	
Pilot Test of Selected DWI Detection Procedures for Sobriety Checkpoints	2P0214	
Saturation Patrols Targeting Impaired Driving for County Police: Guidelines	4P0922	
Use of Sobriety Checkpoints for Impaired Driving Enforcement	4P0002	

Prosecution, Adjudication, and Treatment

	Order No.	Qty.
A Sentencing Guide for Judges and Prosecutors	2P1027	
Sentencing and Dispositions of Youth and Other Alcohol Offenses	2P1061	

Enforcement

	Order No.	Qty.
Field Validation of Standardized Field Sobriety Tests (SFSTs) at Lower BAC Limits 7P0110	7P0110	
DWI Detection at BACs Below 0.10	2P1044	
Field Test of On-Site Drug Detection Devices	2P1048	
Visual Detection of DWI Motorists	6P0058	
The Detection of DWI Motorcyclists	2P0008	
Visual Detection of DWI at Night	2A0611	
Horizontal Gaze Nystagmus: The Science and the Law	5P0235	
Youth DWI and Underage Enforcement Manual	4P0068	





POLICE

BOUNCE BACK CARD

Thank you for participating in *You Drink & Drive. You Lose*. After conducting your activities, please complete this card. The feedback you provide will be used to create future campaign materials. This form is also available through the NHTSA Web site at: www.nhtsa.dot.gov Thank you for your valuable participation.

Name		Position/Title
Organization Name		
Mailing Address		Floor/Suite
City	State	Zip
Phone	Fax	E-mail address

Did you find these materials helpful? ☐ Yes ☐ No

Please check the materials that you feel were most helpful:

- ☐ How-to Guide ☐ Timelines ☐ Print PSAs
☐ Partnerships ☐ Available materials ☐ Poster
☐ Publicity ☐ Logo sheet
☐ Hand-out flyer

What other materials would be helpful? _____

Please send _____ more copies of this booklet.

May we contact you about future efforts? ☐ Yes ☐ No

Would you like to share your success story? ☐ Yes ☐ No ☐ Please contact me!





You Drink & Drive. You Lose.

400 7th St. SW

NTS-21, Room 5119

Washington, DC 20590



Not sure if you've had too many?

I'll check for you.

THE FACTS:

- Drunk and drugged driving kills 16,000 people each year.
- More than 300,000 people are hurt and 1.5 million are arrested.
- One in three Americans will be affected by this violent crime in their lifetime.
- You, your friends, your family could be next.

SO BE PREPARED:

- If you drink, don't drive.
- Designate a sober driver.
- Call a taxi or ...
- Spend the night wherever you choose to celebrate.



Remember: When You Drink & Drive. You Lose.

**Not sure if
you've had
too many?**

**I'll check
for you.**

**Drunk and drugged driving
kills 16,000 people each year.**

More than 300,000 people are hurt and 1.5 million are arrested. One in three Americans will be affected by this violent crime in their lifetime. You, your friends, your family could be next.

This holiday, law enforcement agencies across the country will stop impaired driving in its tracks. The holiday sobriety checkpoints and saturation patrols will help make the roads safer for everyone.

So be prepared. If you drink, don't drive. Call a taxi, designate a sober driver, or plan on spending the night wherever you choose to celebrate.

Remember...

You Drink & Drive. You Lose.



Sponsored by the National Highway Traffic
Safety Administration *You Drink & Drive.*
You Lose. campaign.

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Sponsored by the National Highway Traffic Safety Administration *You Drink & Drive. You Lose.* campaign.

LOGO SHEET

USING THE LOGO IN ONE COLOR

When printing the logo in one color (black) use the logos provided below. All Screens print at 40%.

USING THE LOGO IN TWO COLORS

When printing the logo in two colors it is necessary to use the digital form of the *You Drink & Drive. You Lose.* logo.

The color breaks are:

"You lose" = red (or PANTONE® 200)

"You Drink & Drive.", road, glass = black

LOGO SIZE

The logo may be enlarged to any size. If using the logo larger than the one provided below, it will be necessary to use the digital form of the *You Drink & Drive. You Lose.* logo.

If the digital form of the logo is not available contact 202-736-1647.



U.S. Department
of Transportation

NTSA
People Saving People
<http://www.nhtsa.dot.gov>

